

CURIO CATALOG

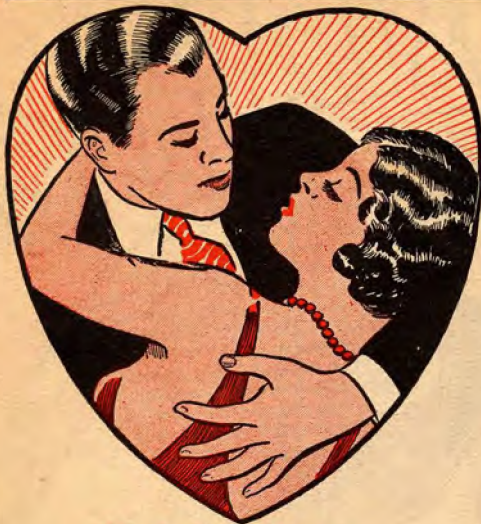
No. 47



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by King Novelty
Co.

SEND ALL ORDERS TO
The **KING** *Novelty Company*
2244 COTTAGE GROVE AVE., CHICAGO, ILL. U.S.A.

LUCKY MO-JO GOOD LUCK PERFUME



He Loves Her — She Smells So Sweet

Thrilling, enchanting Oriental fragrance wins many friends for users of this perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears.

Sweet
Lasting



Dreamy
Fragrance

Sweet Perfume Attracts Attention

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Order a bottle of **GOOD LUCK** Perfume today. We believe you will be thrilled with its sweet fragrance.

Thrills with Delight

Many claim that they have been **Lucky in Love** through the use of certain perfumes. However, we make no claims to this effect or that this perfume is **LUCKY** but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

Order by No. A-203
Price Only

50c

GOOD LUCK SACHET LOVELY POWDERS



Attract Admiring Glances from the Men Folks

Rub Sachet Lovely Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.

USED BY MANY TO
WIN IN LOVE



Order by No. A-204
Price Only **50c**



Highly
Perfumed

Keeps
You
Sweet

Put in Bag Tie Around Neck

Place a little powder in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them **Good Luck** we do not make these claims but sell only as a delightful, fragrant Sachet Powder.

SEND ALL
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KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

HI-QUALITY Ladies HOSE

**FULL
FASHIONED
RINGLESS**

**LONG
WEARING
SHEER**

**MAKES LEGS
LOOK PRETTY
FRENCH
HEEL**

**PAIR
for
39¢**

Long Wearing

Highest Quality Rayon Lustrous SILK. Double Heels and Toes so they last long and won't tear. Special picot edge garter bands to stop runs.

Have Pretty Legs

Wear Lovely Hosiery and attract attention. Women were made with pretty limbs—show them off to the best advantage by wearing these Beautiful Hose.

Latest Shades

COLORS: — Sun Tan, Aristocratic Brown, Dark Brown, Hi-Tan, Gum Metal, Gray, Beige.
SIZES: — 8½, 9, 9½, 10, 10½.



FREE!
with each
pair of hose
**VIAL OF
PARIS GIRL
PERFUME**

Order Yours NOW

Save MONEY and get your FREE Perfume with Hosiery. Be sure to mail your Order at once for this Big Bargain Offer. State Size and Color as mentioned above.

No. H-901—Pair.....39¢
3 Pairs.....\$1.00

French Style PANTIES

Best Grade Rayon SILK Panties. Made from Run-Resist Cloth. Double Crotch re-inforced and elastic waist line. LACE Trimmed. For Women and Girls. **COLORS**—Pink or Tea Rose. **SIZES**—Regular and Large. State Size and Color.

No. H-902—Each.....39¢
No. H-902EX—Extra Large Size.....49¢

Ladies BLOOMERS

FULL CUT—ROOMY High Quality Lustrous Rayon SILK Bloomers—Well Made and Very Comfortable—Re-inforced Double Gusset Crotch. Elastic at waist line and leg bands. Wonderful Value.

COLORS—Pink or Tea Rose. **SIZES**—Regular and Large. State Size and Color.
No. H-903—Each.....48¢
No. H-903EX—Extra Large Size.....58¢

Lovely PARISIAN STYLE CHEMISE

HIGH CLASS

Beautiful latest style Rayon Lustrous SILK Chemise. Silky like material. Feels soft next to the skin.

Extra Fancy

Lace trimming with very pretty Lace Rosette decoration. Satin Ribbon Shoulder Straps.

LOOK PRETTY

Dress yourself pretty underneath as well as on top. Look alluring with this soft, pretty Chemise.

Beautiful PINK Color

SIZES — Small Medium and Large. State Size when ordering.

No. H-904....79¢



**BARGAIN
PRICE**

**HIGH QUALITY
LOW PRICE**

79¢



**ADJUSTABLE
STRAPS**

FANCY PRINCESS SLIP

Latest Style

Form fitting slip made of Lustrous Rich Looking Rayon SILK. You are not dressed up unless you wear one. Fancy Lace trimmed lovely Ecru Insert in front and Lace edging all around top. It is certainly a Wonderful Value and a Big Bargain when you buy from us.

STRONG SEAMS For LONG WEAR

Made Real Good to last a long time. Even prettier than the picture. A Slip you should be proud to wear and everyone will admire it.

EXTRA VALUE

We never before sold such an elegant garment at such a Bargain. Get yours before the price goes up.

Pretty Color

COLORS—Pink or Tea Rose.

SIZES—34, 36, 38, 40, 42 and 44. State size and color.

No. H-905—Each...98¢

A REAL BARGAIN

98¢

SEND ALL
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KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

**LUCKY MAN
DRESS UP
SHIRT
and TIE**
Both for
\$1.19

BARGAINS for MEN

**WEAR THIS
to CHURCH
and PARTIES**

**EXTRA FINE
QUALITY**

**NO EXTRA
CHARGE For
TIE**

LUCKY MAN FANCY DRESS-UP SHIRT. Fancy Patterns, Guaranteed Fast Color. Form Fitting Collar. Beautiful Tie included with Shirt. Get BOTH and you are all ready for Church, Parties, or going out. Women admire men who wear good looking Shirts. Order your Shirt Today! Get this fine Tie without extra charge.
COLORS—Blue, Green, and Tan. SIZES—14 to 17 Neckband. State Size and Color.
No. D-116—Shirt and Tie.....\$1.19

LUCKY WEAR NECKTIES

25¢ EACH 3 for 50¢

New Classy **LUCKY WEAR** Rayon Silk Neckties. Fancy assorted Patterns. Latest Stripes and Patterns in Flashy, Bright Colors. Sport some of these handsome Neckties and thrill your girl friend. You'll like them. Order your **LUCKY WEAR** Ties TODAY. Get one for 25¢ or at Special Bargain Price of 3 for 50¢.

No. D-118—
Price Each... 25¢
Three Ties—
All for..... 50¢

**DOUBLE YOKE
ON BACK**

**BUTTONS
ON
POCKETS**

**JUMBO
SLEEVES**

**LUCKY WEAR
WORK
SHIRT**
STURDY
CONSTRUCTION
GUARANTEED

**TRIPLE
STITCHED**

69¢

LONG-WEARING WORK SHIRT

LUCKY WEAR Blue Chambray Work Shirt with Jumbo Sleeves—triple stitched seams, two buttoned Patch Pockets, made Strong and made to wear long. **SIZES—14 to 17 Neckband—State Size.**
No. D-117—LUCKY WEAR WORK SHIRT..... 69¢

LUCKY WEAR MEN'S SOX

**FANCY
PATTERNS**

**19¢
a PAIR**

High-Class, Latest Design Men's Socks. Rayon Silk and cotton combined. Re-inforced heels and toes for long wear. Rib-Knit tops fit snug.
COLORS—Red, Tan, Gray, or Blue. SIZES—10 to 12. State Size and Color.
No. D-119—
Pair..... 19¢
3 Pairs.... 50¢

**3 PAIR
FOR 50¢**

**RE-INFORCED
HEELS and TOES**

MEN'S UNDERWEAR SHIRT and SHORTS HIGH QUALITY

**TWO
FOR
ONE
PRICE**

MEN'S UNDERSHIRT

High Quality Athletic Style, Silk-like, White knitted cotton Shirt. Tubular bound Neck and Armholes. Comfortable and Easy Fitting. A Pleasure to wear. **SIZES—34-46 Chest.**

ATHLETIC SHORTS

Long Wearing. Comfortable. Cotton Broadcloth Shorts. Elastic side inserts on three button waist band. Roomy seats, strong seams, wide legs. Assorted fancy striped Patterns.
COLORS—Blue, Green, Orange, Brown and Figured. SIZES—32 to 42 waist measure.
No. D-121—Price for BOTH Shirts and Shorts.... 49¢



**RIBBED
COTTON SHIRT**

BOTH 49¢

**BROADCLOTH
SHORTS**

MEN'S LUCKY WEAR SHOES Built for Comfort and Long Wear

STRONG SOLES

FREE SOCKS

Strong, Long Wearing, Dress-Up Shoes, Durable, Solid Leather Tops—Double and Triple stitched seams. Broad Cupped toe and Plucher Style for Real Foot Comfort. Special composition weatherproof soles to keep Dry. Easy walking Rubber Heels. For Long Wear, Style, and Money Saving, order **LUCKY WEAR SHOES.**

SIZES—6 to 12—Wide Width. State Size.

**No. D-120
Pair \$2.78**

**Socks
Given
Free**

\$2.78



**SOLID
LEATHER
TOP**

RUBBER HEELS

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.
Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.

LUCKY MO-JO HIGH GRADE INCENSE



**Oriental Type Fragrance
Smells Real Sweet
Lasts Long Time**

Perfume Your Home

Burn Lucky Mo-Jo Incense three times a week according to directions on each box. The sweetness will linger for days. Your friends will love to visit you and remark at the delightful perfumed fragrance that fills your home. Lucky Mo-Jo Incense is economical to buy because you can use less and the fragrance lasts for so long a time after it is burned. There is also a NUMBER that many call LUCKY packed in each package. However, we make no claims that it is LUCKY or of any value.

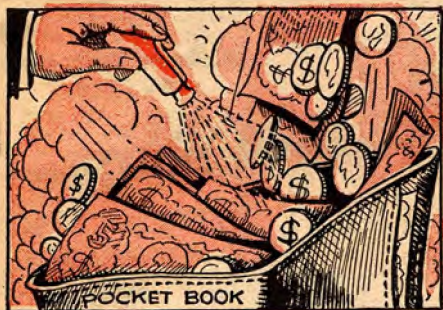
Many Burn Incense for Luck

The burning of Incense for Luck was a secret belief known to Ancients, Orientals and people of many different faiths and religions. For thousands of years Chinese, Turks, Orientals and people of the Far East burned incense for Mystic Ceremonies and Invocations. They believed that it drove away enemies and attracted Good Fortune. We make no representations or claims like this except that it is a high grade incense made from a special Oriental Formula that possesses a delightful fragrance. We believe you will receive unusual satisfaction when you burn Lucky Mo-Jo Incense and smell its sweet perfume that diffuses the atmosphere.

Order by No. A-201
Price Only

50c

LUCKY MO-JO 7-11 HOLY TYPE OIL



Sometimes Used This Way

HOW TO USE IT

Put a few drops on your hair or sprinkle a few drops on your clothing each morning. Sprinkle a few drops in your dresser drawer or in your place of business. Many people like to sprinkle it on their money and they feel that it is helpful. Try a bottle. Use like perfume. We believe you will be pleased and receive great satisfaction.

ANCIENT HOLY CUSTOM

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the HOLY Oil and Perfume. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of HOLY ointment, an ointment compound after the art of the apothecary; it shall be an HOLY Anointing Oil." This Oil serves to anoint the Tabernacle, the ark of the testimony, the altar of Incense, the altar of burnt offering, and the candlesticks, and all the sacred vessels.

Many Call It Lucky

This HOLY type anointing OIL is an attempt on our part to produce an Oil as near as we can, under modern methods, to be similar as possible to the HOLY Anointing Oil mentioned in the Bible. Many people believe that rubbing certain Oils on their Body or sprinkling the Oil on their clothes would bring Luck in Winning Games and Money Matters. However, we make no claims that this article is Holy or Lucky, and have given it the name of HOLY TYPE OIL as a Trade Name. If you try our LUCKY MO-JO 7-11 Brand HOLY TYPE OIL we hope you will be real pleased like thousands of our customers, many of whom always use it.



Order by No. A-202
Price Only

50c

**SEND ALL
ORDERS TO**

KING NOVELTY CO.

**702 E. 63rd STREET
CHICAGO, ILL., U.S.A.**

LODESTONE

GENUINE ALIVE MAGNETIC

The carrying of **LODESTONE** for **LUCK** is as old as History. Many Ancient Occult People believe there was a certain Charm about **GENUINE LODESTONE** and carried one or two on their person to attract much **GOOD LUCK** and **DRIVE** away so-called **EVIL SPIRITS**.

MAGNETIC ATTRACTING QUALITIES

Magnetic:

This peculiar property of the **LODESTONE** may be the reason for the Ancient Folklore belief that the carrying of **LODESTONE** would make a person who carries one **LUCKY** in **Love, Business and Money Matters**. Some people even go so far as to say that they have made **BIG WINNINGS** and that the **LODESTONE** was the cause of their choosing certain **LUCKY WINNING NUMBERS** in **Games of Chance** and that they have regained confidence in themselves. It has also been said that a person who carries a piece of **Live LODESTONE** need have no fear of **BAD LUCK** and that **GOOD LUCK** would follow him everywhere. However, we make no claims to this effect, that the **LODESTONE** is **LUCKY**, and sell only as a Curio and guarantee this **LODESTONE** to be **GENUINE**, and **MAGNETICALLY ALIVE**. Your money refunded if not satisfied.

Order by
No. A-208
Price Only.....

50c

LODESTONE POWDER

Draws to Lodestone

There is an old belief that steel powder which clings to the Lodestone would be valuable to a person as a Luck Powder to draw Success in Games and Money Matters and make that person **LUCKY**. Many people sprinkle **LODESTONE POWDER** on their Lodestone to keep the **LUCK** in. However we make no representations that it has **LUCKY** properties and sell only as a Curio.

Order by No. A-204F
Price Only.....

25c

HORSESHOE BRAND MAGNETIC SAND

A little of it carried on the person or in a Red Flannel Bag should bring **LUCK** to anyone who carries it. They even say it is **LUCKY** in Money Matters and brings in the Winnings in Games. We make no claims to this effect and sell only as a certain Magnetic Powder which we believe is known as Magnetic Sand. Packed in Special **RED FLANNEL** Bag.

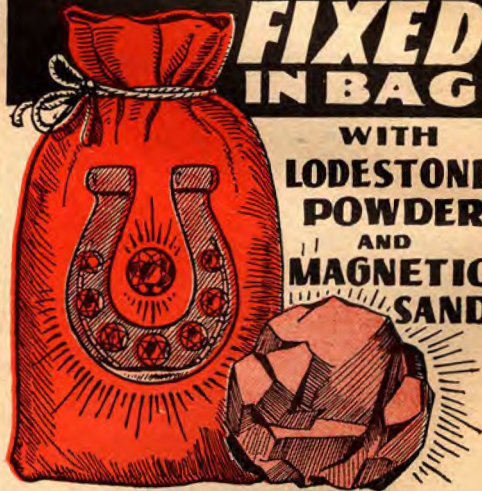
Order by No. A-207
Price.....

50c

With Red Flannel Bag

NOVEL LODESTONE FIXED IN BAG

WITH
LODESTONE POWDER AND MAGNETIC SAND



LODESTONE CARRYING BAG

Can be received **FREE**—Read the following: Many people desire two **LODESTONES** which they call specially mated pair and claim that one **LODESTONE** attracts and the other repels or drives away. For those people who want this Novel Curio, we have specially selected two live **LODESTONES** and have placed these in a Red Flannel Carrying Bag together with a generous supply of **LODESTONE Powder and Magnetic Sand**. We make no claims that this combination of articles is **LUCKY** or Supernatural and sell only as a Curio. We make no charge for the Red Flannel Carrying Bag, but give it to you **FREE**. Remember, you receive two **LODESTONES**, which we have tested and Specially Selected to be **Genuine and Alive** with Magnetic Power.

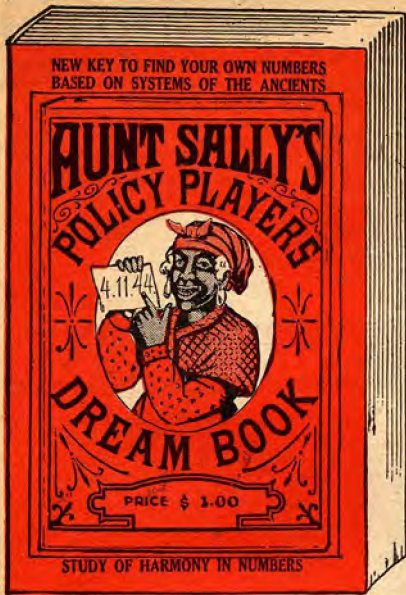
Order by No. A-504
Price.....

\$1.00

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2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.



AUNT SALLY'S POLICY PLAYER'S BOOK

The Big Book of Numbers

This great book gives the Author's interpretations of Dreams and Numbers to which they apply,—Good Combinations to Play, Tables for Finding what are supposed to be Lucky Numbers, Saddles, Gigs, and Horses. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

SUMMARY OF CONTENTS,

Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers, Good Combinations to Play, Table for Finding Lucky Numbers, Numbers and Dreams of the Months, Numbers for the Days of the Week, The Oraculum or Napoleon Bonaparte's Book of Fate, Ladies' List of Numbers, Gentlemen's List of Numbers, Alphabet and List of Numbers which they denote, Single and Combination Numbers for Dreams, Dominoes and their Numbers, Flowers and their Numbers. Be sure to get this Famous Dream Book.

Order by No. B-605
Price Only.....

\$1.00



HI-JOHN The Conqueror Root

To this root has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodoos claim that a person carry-

ing a piece of this HI-JOHN the CONQUEROR Root will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root.

Order by No. A-209
Price Only.....

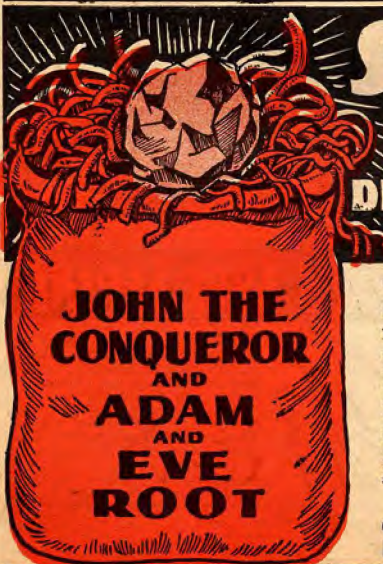
50c



EGYPTIAN WITCH DREAM BOOK

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings — The Significance of Foretelling Future Events—Fortune Telling by Cards—Palmistry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husbands and Wives—Charms and Spells. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

Order by No. B-606 Price..... **30c**



SOUTHERN STYLE HERB BAG DRESSED WITH SOUTHERN STYLE VAN-VAN OIL

To Those of our Customers Who Might Want an ALGIERS Southern Style Herb Curio Bag, we have prepared this remarkable collection of Herbs, Roots, and Lodestones.

Certain Voodoos, Witch Doctors, Fetish Worshipers, claim that a Bag of certain Herbs, worn on the person would drive away Evil and bring Good Luck in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. It is also well known that many people carry Luck Stones, Luck Roots, etc., on their person and many have attributed unheard of achievements to their particular Luck Charms. However, if you wish this specially prepared Southern Style Herb Bag we sell only as a Curio. Get yours NOW!

Dressed with Van Van Oil

Order by No. A-505

Price. Dressed with Van Van Oil.....

\$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

ADAM AND EVE ROOT



2 Roots—Male and Female
A pair of Roots that is supposed by many to be a remarkable **GOOD LUCK Charm**. It has been valued for its Magical Qualities to the Generative Organs. Also to Win and Hold the Love of a Husband, Wife or Sweetheart. Voodooes say that wearing these two Curio Roots about the person will **ATTRACT Love, Money and Success**. We make no claims to this effect and sell only as a Curio. However, we guarantee these Roots to be pure, fresh and clean.

Order by No. A-212
2 Roots in Box **50c**

Queen Elizabeth ROOT



Fragrant and Aromatic, this **QUEEN ELIZABETH ROOT** is held in high esteem by many folks in our **SOUTHERN STATES**.

Many people consider it a Root of Many **LUCKS**, to drive away Evil and bring **GOOD LUCK**, and if carried on their person will aid them in attracting their loved one. We make no claims to this effect and sell it only as genuine **QUEEN ELIZABETH ROOT**.

Order by No. A-212
Price Only **50c**

Three for \$1.00

DRAGON BLOOD POWDER



DRAGON BLOOD has for ages been used in mystical and religious superstitious practices. As a matter of fact we have heard many people claim that they burn it as an **INCENSE** and that it has brought them Peace and Happiness in their Home and that it will Bring Back a Lost Lover. However, we make no representations like this and sell only as genuine **DRAGON'S BLOOD POWDER** under the special **DRAGON BRAND**, which assures you of Highest Quality.

Order by No. A-204D
Price per box **50c**

Three Boxes for Only \$1.00

LIFE EVERLASTING



A well known Herb that has been carried in a Red Flannel Bag by certain people of the South who hold great faith in the **Life Everlasting Herb** to bring **LUCK** and give **Long Life**. This belief probably came from its name "**Life Everlasting**" and of course has nothing to do with its so-called Luck Properties. We make no claim for this Herb other than we sell it as Genuine **Life Everlasting Herb** and hope you will be pleased.

Order by No. A-214
Price Only **50c**

Red Flannel Bag, 25c Extra

SOMETIMES CALLED LUCKY HAND ROOT



This Remarkable, Mystically Looking Root has been valued by certain Voodooes, Spiritualists, and Mediums as a **LUCK Root**. Many say that carrying it on the person has been a great **Helping Hand** toward **LUCK**, and that this **ROOT** would shake the Jinx and make a person **WINNERS** and help him choose **WINNING NUMBERS**. This may be due to its uncanny resemblance to the Human Hand. However, we make no claims to this effect and sell only as a Curio.

Order by No. A-215
Price Only **50c**

Three Roots for Only \$1.00

SOUTHERN JOHN THE CONQUEROR ROOT



This is considered one of the most valuable of the **JOHN THE CONQUEROR ROOTS**. It is believed by certain Voodooes and High Priests that a person carrying one of these Roots in his pocket would always feel strong and powerful and obtain anything he desires and that he would never be without much **LUCK**. However, we make no representations to this effect, and sell only as a Curio. We hope you will be pleased.

Order by No. A-216
Price Only **50c**

Three for \$1.00

FIVE FINGER GRASS



This plant has a leaf divided into **Five Segments** that many claim when hung up in the house or over a bedstead will bring **restful sleep** or ward off any Evil that any five fingers would bring about. We make no claims to this effect and sell only as Genuine **Five Finger Grass**. Voodooes and certain Occults believe that each finger has a significance such as standing: 1 for **LUCK**, 2 for **MONEY**, 3 for **WISDOM**, 4 for **POWER**, 5 for **LOVE**.

Order by No. A-217
Price Only **50c**

Three for Only \$1.00

DRAGON BLOOD STICKS



Many of our customers like to carry a **DRAGON BLOOD STICK** as a Curio. Some say that it has brought much **GOOD LUCK** in Games, Business, Love Affairs, and Money Matters. Many people prize this **DRAGON BLOOD STICK** and claim it is especially helpful when carried in the pocket or purse near their money and that it makes them **REAL LUCKY**. We make no claims to this effect and sell only as **GENUINE DRAGON BLOOD STICK**.

Order by No. A-218
Price Only **50c**

MASTER of the WOODS



This is an old German Good Luck Talisman. The old Teutons carried a small amount of this Herb with them in battle for Good Luck. In times of peace they placed a handful in a gallon of wine to impart to it a fine flavor. It is excellent for this purpose. Try it. Let it remain three hours and strain. We make no representations regarding this Herb except that we sell only as Genuine **Master of the Woods Herb**.

Order by No. A-219
Price Only **25c**

DEVIL'S SHOE STRING



This Root is long and slender and somewhat resembles a Shoe String. An old Colored Mammy explains that this Root, if placed around a baby's neck will drive away Evil Spirits and stop children from crying, especially during teething. Voodooes and Witch Doctors make many claims such as carrying a Devil's Shoe String for **LUCK** in Games, and Money Matters. However, we make no claims to this effect and sell only as Genuine **Devil's Shoe String**.

Order by No. A-220
Price Only **25c**

My Safeguard Key



Worn by Many for Protection

This KEY inscribed as follows: "Sacred Heart of Jesus PROTECT US" and St. Christopher BE MY GUIDE. Some people like to carry this alleged SAFEGUARD KEY in their pocket or purse or tied with a string or ribbon around the neck. They have great faith that they will be protected and Kept Safe from harm whenever this KEY is carried. Many also believe that the carrying of this alleged SAFEGUARD KEY will bring Luck and Success. We make no claims to this effect and sell only as a religious emblem with beautifully engraved figures of St. Christopher and Sacred Heart of Jesus.

No. A-275 **50c**
Only

RELIGIOUS PICTURES

Beautiful pictures in six colors. Reproductions of genuine hand paintings. Not cheap enamel "Chromos." They almost look like the real hand paintings. Hang these pictures up on the wall in Bedroom, Dining Room or Living Room. Many feel great Spiritual Relief when they have these Religious Pictures in their home. These pictures are much larger than the illustration. Actual size 6x8 inches. You may order one or all.



No. P-800—Sacred Heart of Jesus.....10c
No. P-801—Sacred Heart of Mary.....10c
No. P-802—Guardian Angel 10c
No. P-807—Last Supper...10c
No. P-808—St. Theresa...10c
No. P-811—Crucifixion10c

Order Set by No. P-812
A Wonderful Bargain
All Six Pictures for Only **45c**

SACRED HEART MEDAL



Beautifully embossed Medal with raised figure showing Sacred Heart of Jesus, Our Savior. Inscribed lettering reads: "Sacred Heart of Jesus Have Mercy On Us."

Wear Around Neck

It is believed in some Religions when Medal is Blessed and worn with ribbon or string around the neck to be a PROTECTION against Evil and Misfortune and to PROTECT the wearer from Harm. We make no claims to this effect and sell only as a very fine Medal and feel sure you will be greatly pleased to possess this Sacred Heart of Jesus Medal.

No. A-280 **25c**
Price Only

CRUCIFIX RING



Believed by some who wear this Alleged Holy Crucifix Ring that it will PROTECT them from Evil and Attract much Good. We make no claims to this effect but hope it will offer Spiritual Inspiration. Send piece of string for size.

Order No. J-192 **\$1.00**
Price Only

St. Theresa Earrings



Raised figure of St. Theresa holding Crucifix. Heavy Bright Yellow. Gold Finish.
Order No. J-190E **69c**
Price

CROSS AND CHAIN



The Crucifix of Christ and Neck Chain shown here are worn by some people who need Spiritual Comfort and believe that it helps them sleep the Sleep of the Blessed without danger, ever protected by the Spiritual Power of Jesus, Our Master.

Our Master's Crucifix

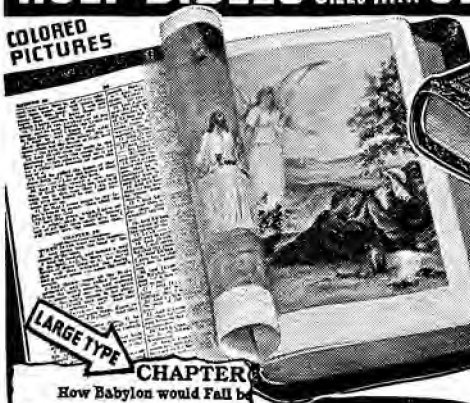
This Crucifix is said to be symbolic of Peace, Spiritual Love, Virtue and Protection. We make no claims to this effect but sell as a very elegant Cross set with beautiful dazzling Diamond Cut Gems and Chain to wear around the neck. Order one for yourself.

No. J-191N **50c**
Price Only

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

HOLY BIBLES OF ALL SIZES WITH OLD and NEW TESTAMENTS at BARGAIN PRICES

COLORED PICTURES



LARGE TYPE

CHAPTER

How Babylon would Fall

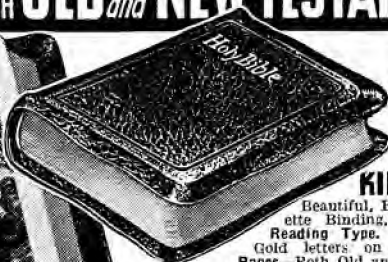
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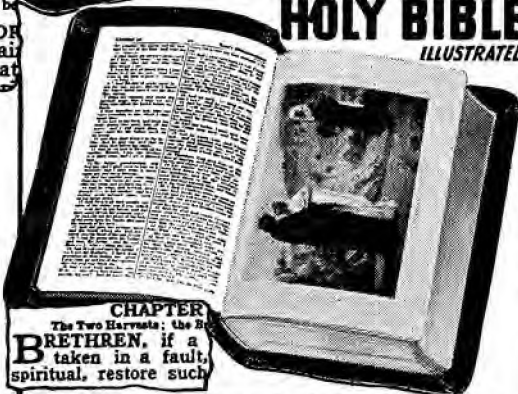
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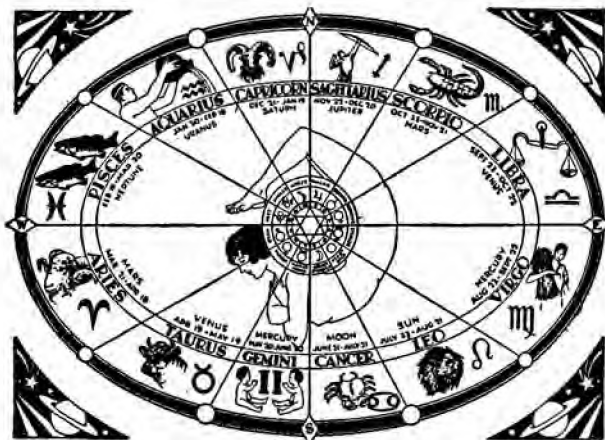
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July 22 to Aug. 21	Leo
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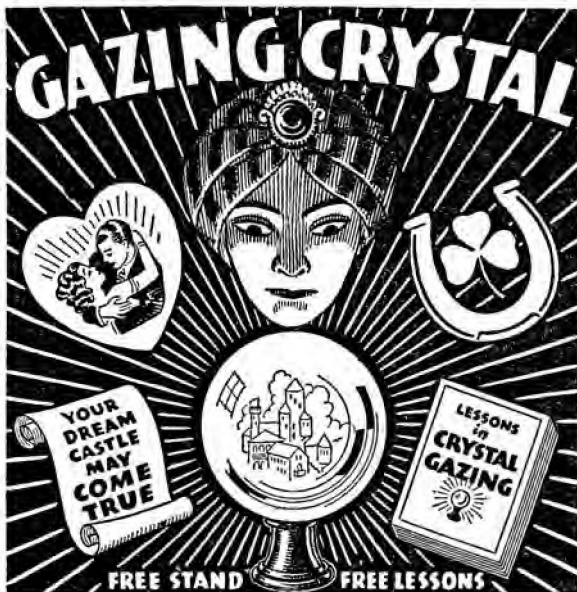
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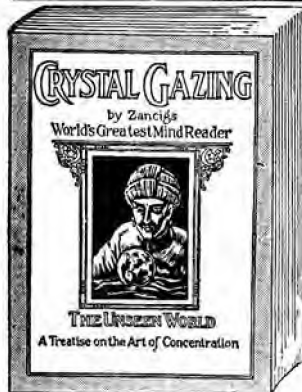
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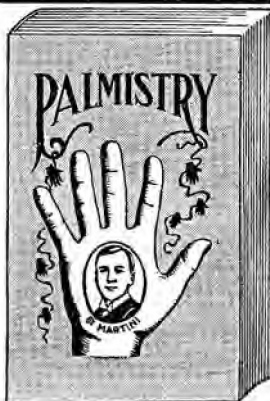
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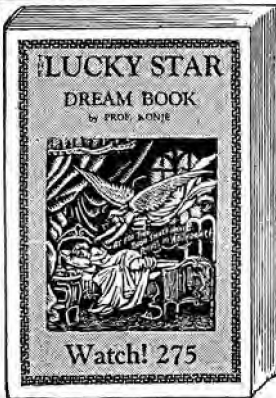
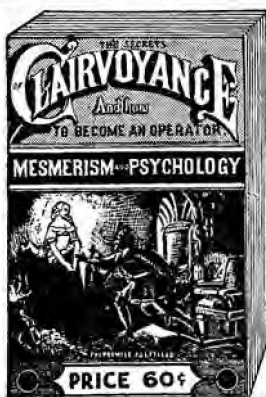
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THE HIGHEST SEAL OF GOOD FORTUNE

Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE

Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER

Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS

Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE

Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF

Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE

Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL TO ALL TREASURES

Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

SEAL OF GOOD LUCK, PLAY and GAMES

Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE

Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS

Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH

Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

THE SEAL OF WEALTH

Fig. 19—The book states that it gives Wealth

SEAL OF LUCK

Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS

Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION

Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMHAMFORAS

Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried

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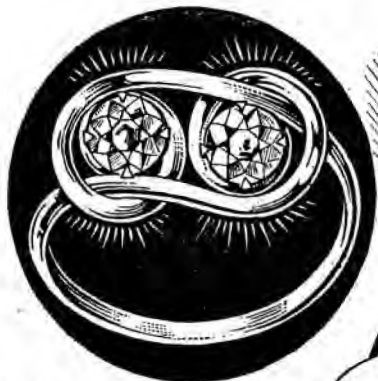


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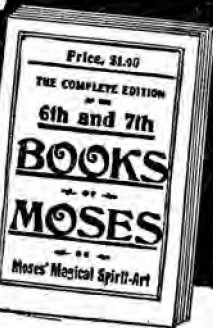
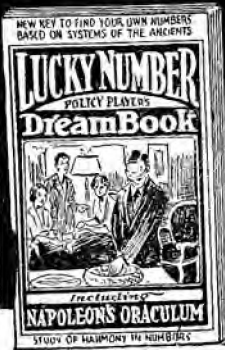
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Fig. 3. Seal of Long Life and Fortune.

Fig. 4. Love, Respect, and Affection.

Fig. 5. Seal of Long Life, Treasure, and Health.

Fig. 6. Seal of Power.

Fig. 7. Seal of Dreams and Wisdom.

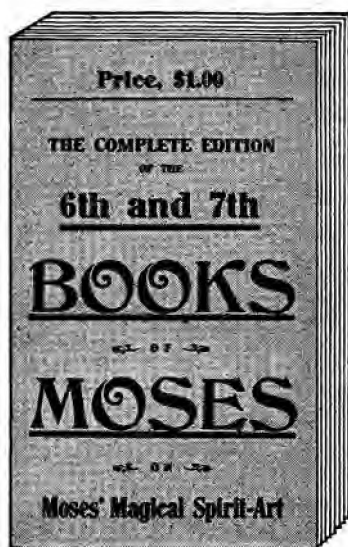
Fig. 8. Seal of Earth's Treasure.

And many more Seals which we do not have room to mention here. The four great divisions of the Spirits of the Air, Fire, Water, and Earth, are given with their uses, Powerful Secrets, and full explanatory tables. There is also shown an engraving of the Magical Circle.

Volume 2 of this wonderful book contains illustrations such as The Breast Plate of Moses, The Great General Seal of Citation,—Spirit of the Burning Bush, and many others.

We believe these engravings are exact copies of those used by the Israelites, Egyptians, etc., to accomplish their designs for good or evil. This wonderful work is sure to educate and please you. Order your book now.

Order by No. B-609 . . . Price Only \$1.00



GENUINE VIRGIN PARCHMENT FOR MAKING TALISMANS SEALS, AMULETS, CHARMS



This is the imported, real, Genuine, Virgin Parchment that we believe is used by Adepts and others for making **LUCKY TALISMANS SEALS, SCROLLS, CHARMS AMULETS, and MAGICAL FORMULAE**. It is said that Ancient Occult people believed that the **LUCKY Talismans or SACRED Amulet Charms** that were written in **BLOOD RED INK** on Virgin Parchment would never die and would be fulfilled. However, we do not claim this and sell only as Genuine Sheepskin Imported **VIRGIN PARCHMENT**. With the 6th and 7th Book of Moses in your possession it should be easy to copy any seal you desire to suit your own special purposes. We can also furnish you with the Special Blood Red Ink.

Genuine Virgin Parchment Size 3x6 Inches

Order by No. A-234 Price 50c
3 Pieces, Size 3x6, each for Only \$1.00

Extra Large Size

12x16 inch Sheet Genuine Parchment
Equal to Ten 50c Sheets—\$5.00 Value

Order by No. A-236 Price \$3.00

Special Blood Red Ink

Order by No. A-237 Price 50c

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2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.



Many Call It **LUCKY '11'** DICE RING

Many Gamblers wear this Ring for LUCK, some saying that it would control the WINNINGS in Games of Chance. Some even say that they have Won Big Stakes and attrib-

ute these WINNINGS to the fact that they have worn this Ring on their finger. We make no claims to this effect and sell only as a Novel Curio Ring. It is hand-somely set with "11" glittering, sparkling, beautiful, Imitation Diamonds. Send strip of paper for ring size.

Order NOW by No. J-138

Price Only **\$1.00**

Alleged Elephant **"LUCK"** CHARM

THE LUCKY ELEPHANT
That Brings You
LUCK

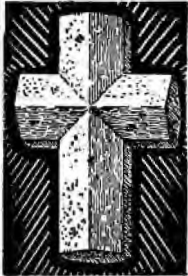


Here is pictured an Imported Novelty that many people like to carry as a LUCK CHARM. Many people have great faith in carrying this ELEPHANT CHARM on their person and some say they never would be without it as it helps them in MONEY MATTERS and when they need help. Whether it is LUCKY or not is, of course, a matter of opinion, and we make no claims to this effect. However, the price is very reasonable and you may be real pleased to carry one in your pocket. Just mail 15c in stamps.

Order by No. A-222

Price Only **15c**

PATRICK COUNTY VIRGINIA ALLEGED LUCKY STONES



Have been worn by some people who believe that this Stone will PROTECT the wearer against Witchcraft, Sickness, Disaster and to bring Good Luck. Some people have said that it Uncrosses Bad Luck and that when they feel they have been Crossed by the Jinx they wear it to get Uncrossed. We make no claims to this effect but sell only as Patrick County Virginia Cross Stones.

No. A-268

Price Only **50c**

Alleged **BUDDHA LUCK RING**



The ancient Buddha of the Orient has been worshipped as an all Powerful God. Some people like to wear this ring and believe it brings much Luck, Love, Money, Wisdom, and Happiness. We make no claims to this effect and sell only as a Curio Ring. Send piece of string for size.

No. J-141

Only **49c**

Alleged **LUCKY NUMBER** CRYSTAL BALL

Make a Wish—Roll Crystal Ball and learn about things you would like to know according to the Number that comes out. The Chart is supposed to answer questions regarding Love Affairs, Enemies, Friends, and Money. Some people roll it to get what is supposed to be a Lucky Number. We sell only as a novelty for amusement purposes and make no representation that it is Lucky or will reveal the future. Complete instructions furnished.



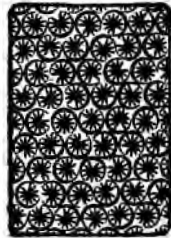
Order by No. A-224

Price Only **\$1.00**

MAGIC CARDS

Can Be Read from the Back

While these Cards look the same as any ordinary pack of Playing Cards the backs are marked by a secret system. In this way they may be used for various magical stunts. Just think of the fun you can have when you use these cards that can be read from the back. Sold only for amusement purposes. Complete instructions furnished.



Order by No. A-248

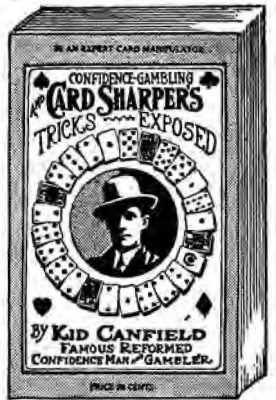
Price Only **\$1.25**

CARD SHARPS TRICKS EXPOSED

Read about Kid Canfield's Expose, Sure Chance, The Soap Game, Tricks Exposed, Second Dealing, Bottom Dealing, Stacking Cards, Set-up of Hand, the Use of Mirrors in Gambling, and almost 100 more pages dealing with Modern Magic. We assume no responsibility for claims made by the author but simply give his version. Read this book. The knowledge it gives may save you from falling into the clutches of unscrupulous Gamblers.

No. B-617

Price **30c**



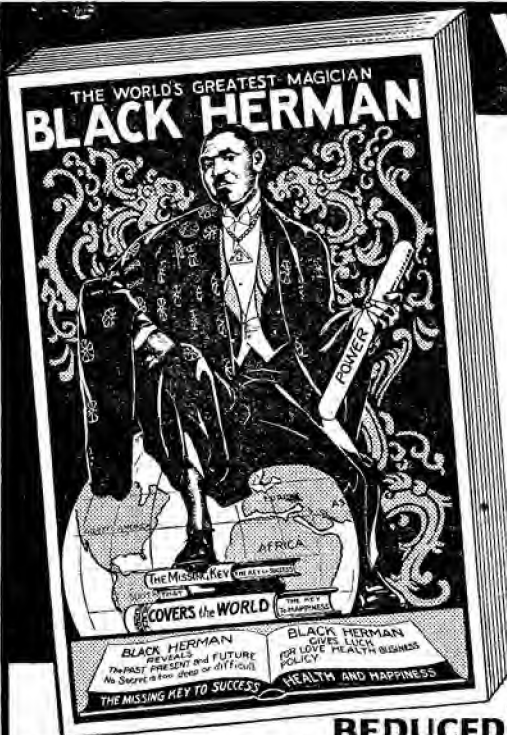
Alleged **LUCKY PENNY**

Free Gift on \$2.00
Order

There is an inscription on this article saying "Keep Me and Never Go Broke." Can be worn on string to wear around neck. We do not sell it for money but give it without charge on the purchase of \$2.00 worth of articles from this Catalog. We want all our customers to have one so please rush your order in. Be sure to ask for it FREE by No. T-904.



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.



VALUABLE BOOKS *You Should Own!*

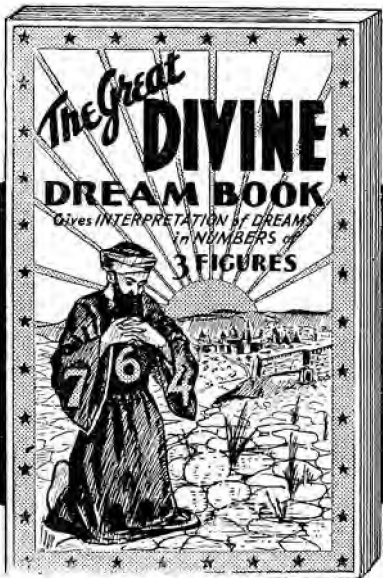
READ

the GREAT PROF. Black Herman's Book and learn about his SECRETS. Claimed to be the Greatest Magician the Race has ever produced. He is said to be able to reveal the PAST, PRESENT and FUTURE. He claims in the Book to give LUCK for LOVE, HEALTH, BUSINESS and POLICY. What a Book! Contains mysterious TRICKS and SECRETS. Prof. Herman tells your supposed Lucky Stones, supposed Lucky Numbers, Marriage Forecasts, etc. Do you want to know about Dreams and Numbers? Read what Black Herman tells you in his Book. However, we assume no responsibility for claims made by the Author. Black Herman says "Why Grope in Darkness? Who knows but that the Knowledge of one page may change Failure to SUCCESS." Price listed \$6.00, Reduced to only \$1.00. Order Yours Now!

Black Herman's Dream Book

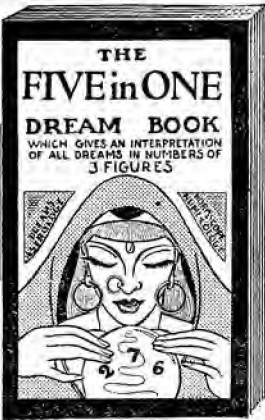
\$1.00

Order by No. B-655 **REDUCED PRICE**



The GREAT DIVINE Dream Book
NUMBERS—DREAMS—FORTUNES—All given in this Book. The Book describes an unusual Special System to figure out Numbers which the author claims was in favor thousands of years ago. We, of course, assume no responsibility as to its accuracy. He calls it Astro-Numerology and describes it as a way to determine your Vital Number or your so-called Lucky Number.

No. B-657
Price Only \$1.00



5 IN 1 DREAM BOOK

By Mme. Vangine Hamdda

Gives interpretations of all Dreams and Numbers of 3 Figures. Do you believe in Dreams? If you do then get this Book and learn what Mme. Vangine Hamdda tells you about them. The Author gives you (along with the alleged Horoscope) 3 Numbers after each and every day of the year. For example: If you were born between March 21st and April 20th your alleged Lucky Number is supposed to be 127. We assume no responsibility for claims made by the Author, but if you are interested in this subject of Dreams and Numbers it would be a fine Book for you to Order.

No. B-656
Price Only 50c



Aunt Dinah's POLICY PLAYERS Guide

To LUCKY Dreams and LUCKY Numbers This is really Five Books for the price of one. Tells about the Human Body; Gives interpretation of Dreams; Gives answers to important questions; Tells about the significance of "Moles"; Tells about Charms and gives Dreams together with alleged Lucky Numbers. We assume no responsibility for claims made by the Author, but believe you will be very pleased with this Book. Rush your Order Today!

Order by No. B-658
Price Only 50c

King Tut Policy Player Dream Book

The Author claims, that the writings came from the Tomb of KING TUT. Contains a list of Ladies' or Gentlemen's names with their alleged Lucky Numbers! List of Animals and their alleged Lucky Numbers! Mystery Clock for finding alleged Lucky Numbers; 250 interpretations of New Dreams and Numbers. We assume no responsibility for claims made by the Author. Order Yours NOW.

Order by No. B-659
Price Only 50c



SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

Can We Talk to Spirit Friends



or the World Next-Door

This Book written by Lloyd Kenyon Jones tells about such interesting subjects as follows: The Other Side of the Earth-Door:—The Higher Spirit Spheres—Using the Seance Forces:—Our Master Guides:—Communication in Spirit:—Information Through Telepathy:—The Nourishment of Spirit:—Ministerial Views in Spirit:

LEARN THESE SECRETS

The Author declares that our loving ones in Spirit can pass through our material Bodies. Read in this Book what the Author says about "OUR WORLD NEXT-DOOR." Read about the Spirit Body and the Sensation Following Transition. We assume no responsibility for claims made by the Author. This Book has been a very Big Seller and if you are interested in the Secrets supposed to be explained in this Book, order Now.

Order By No. B-618

Price only **\$1.00**



MADAME SIGMA WONDERFUL FORTUNE TELLING CARDS

Are you going to be Lucky and Win in such matters as Love, Marriage and Money. The Guide that comes with these Cards makes it quite easy for you to lay out the Cards and gives you what is supposed to be your Fortune. We make no claims that this is true or accurate, but sell only for amusement. Beautifully designed set of Fortune Telling Cards packed in a neat case with complete Guide by Minetta.

Order by No. A-226

Price only **\$1.00**

FORTUNE TELLING by CARDS



Learn to tell Fortunes by Cards. If you do people may come to you and have their Fortunes told. In this book the author attempts to teach you HOW. Contains information on such subjects as: What the Cards Can Tell of the Past, Present, and Future—Your Fortune in 21 Cards—Combination of 7's—Master Method—Your Heart's Desire. We assume no responsibility for claims made by the author.

Order by No. B-603

Price only **50c**

Spiritual Rites INCENSE

HIGHLY PERFUMED

Specially prepared Golden Brown Compound Powder, the form, which has been said, has been mostly used for ages by the Orientals for Ceremonies and Invocations. It has been said that to the Hindu the burning of Incense seems to lull him into a Soul Vision, inducing a state where he experiences that weird "Out of the Body" sensation. It is said by those who profess to know that incense was burned by Ancient People and even in the present time for the purpose of bringing Good Luck in Money Matters, Love Affairs, Games of Chance and to Drive Away Evil Influences. We make no claims to this effect and sell Spiritual Rites Incense to our customers who may use it for their own particular purpose.



Large 1/2 lb. Can

Order by No. A-201R

Price only **\$1.69**

ALLEGED Fortune Teller INCENSE

LOVE—LUCK MONEY

Will these Be Yours? This remarkable Incense burns discharging a delightful fragrance. Then behold! Little by Little—Slowly—Letter by Letter—Word by Word—Mysteriously YOUR READING appears in the ASHES. You will marvel—You will be amazed to see your Alleged Fortune in the Ashes. We make no claims that this Fortune is true or accurate. We sell only for amusement. Do not miss out on this. Right in front of your very eyes you will read a message in the Ashes of the Burning Incense. It is easily worth the small sum we ask. Buy a box now.



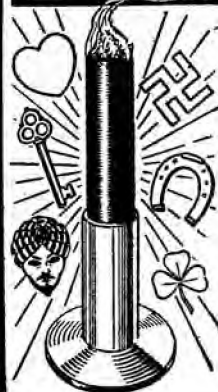
Order by No. A-201M

Price only **25c**

2 Boxes for 45c

ALLEGED Lucky Burning Perfume

NEW—NOVEL



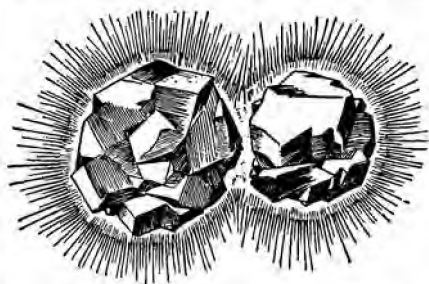
Some people like to burn this Alleged Lucky Burning Perfume and believe that it would induce the believed Holy Spirits to bring Good Luck, Happiness, Love and banish Evil Spirits of Trouble, Misfortune, Jealousy, and Hate. We make no claims to this effect and sell only as a very high grade Burning Perfume having a sweet smelling Oriental odor. Packed 12 in a bottle with holder. Order now by name. Alleged Lucky Burning Perfume.

No. A-279

Price only **50c**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

WHITE LODESTONE



WHITE LODESTONE has been used by many people of many different races as a Talisman and Charm against Evil Spirits. In India the wearing of **LODESTONE** is believed by many to give Vitality and Power. It is said that the Ancient Romans believed that **LODESTONE** kept Husband and Wife Faithful and made their Love Secure. In modern times many people carry a piece of **LODESTONE** on their person to bring Luck and Winnings in Games. However, we make no claims like this and sell this Lodestone only as a Curio. If you wish this specially prepared **WHITE LODESTONE** Order by Number given below.

Order by No. A-208B **\$1.00**
Price Only

Two Pieces for Only \$1.75

LUCKY MOJO PERFUMED ROOM SPRAY



Delightfully Perfumed

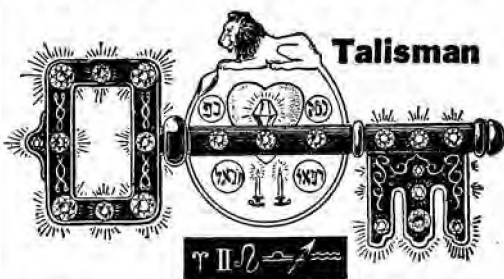
Prevents foul air in the home. Perfumes the air and helps make home life pleasant.

Oriental Fragrance

Spray into living quarters. Many people claim it drives away Evil Spirits and brings **GOOD LUCK**, and some even say that they have brought in **BIG WINNINGS**. However, we sell only as a delightful Perfumed Room Spray and make no representations for its alleged **LUCKY** Properties. Many people also sprinkle into water before washing floors and wood work.

Order by No. A-231
Price Only **50c**

MASTER KEY



Many Carry It for LUCK

Certain Voodooes and Students of Occult Affairs say that whoever carries this **MASTER KEY** Talisman, which consists of the Master Key and the Favorable Signs of the Zodiac, made in Blood Red Ink on Genuine Parchment, shall become the **MASTER** of the Situation and **CONTROL LUCK** in Games of Chance, Gain Victory over his Enemies and bring in many Winnings. It is even said that to place this Talisman under the pillow causes one to dream of **LUCKY NUMBERS**. However, we make no claims to this effect and sell only as a Curio. This **MASTER KEY** is reproduced in Blood Red Ink on Genuine Parchment.

Order by No. A-249 **50c**
Price Only



PERFUMED CRYSTALS SPRINKLING SALT

Certain Voodooes, Spiritualists and Mediums, are said to believe in the sprinkling of certain Salts around the Room and believe that this is beneficial in the Driving Away of Evil Spirits, Bringing Luck in Money Matters, Love Affairs, and Success in Renting Rooms. We, of course, make no claims to this effect and sell only as specially perfumed Crystals. When sprinkled around the room and in corners, in closets, Hallways, Dresser Drawers, these Crystals will give forth a very delightful Perfumed Fragrance. It is nice to have these on hand at all times and keep the Home smelling sweet by sprinkling throughout the house.

Order by No. A-270 **50c**
Price Only

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

LODESTONE Perfume

NEW—NOVEL

GENUINE LODESTONE IN THE BOTTLE

For People that want something different—Get this Elegant Perfume made from Imported Oils and Essences. Every bottle contains a **GENUINE ALIVE MAGNETIC LODESTONE**. Many people believe today just like the Wise and Holy Men of Old that a **LODESTONE** will make them Wise, Successful in Money Matters, Draw Good Luck to them and Drive away Evil. However, we make no claims to this effect and sell only as a very high grade, delightful, pleasing, novel Perfume, containing a **GENUINE LODESTONE** in each bottle.

You pay only for the Perfume—The **GENUINE LODESTONE** is given without extra charge. Send your order in NOW!

Order by No. A-203B
Price Only.....

\$1.00

JOHN THE CONQUEROR Perfume

JOHN

The Conqueror Root In Bottle

Nothing like this has ever been offered by us before. This is our latest Perfume Creation. A **GENUINE JOHN THE CONQUEROR ROOT** in each bottle. Many Spiritualists and Mediums believe that this Root is just the thing needed by People who have particular desires, such as **WINNING IN GAMES**, Success in Money Matters and **LOVE**. Strange as it may seem, many people have carried John The Conqueror Root about their person as a **Lucky Talisman** and **Charms** to Drive Away Evil Influences. We make no claims to this effect but sell this Combination of Perfume and Root only as a **Curio** and **Novel**, Delightful Perfume. You pay only for this Concentrated Perfume—The **JOHN THE CONQUEROR ROOT** is furnished without extra charge. **ORDER NOW!**

Order by No. A-203C
Price Only.....

\$1.00

Master Key

**Book of Great Secrets —
Lodestone—John the Conqueror—Curio Combination**

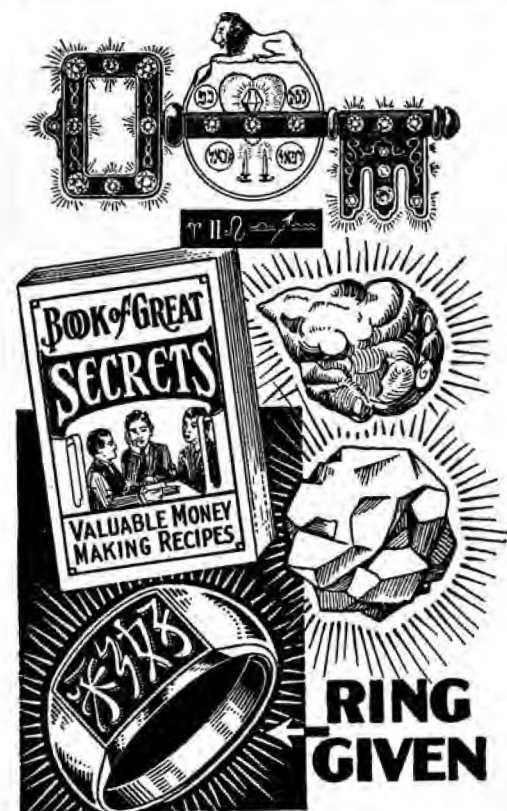
\$2.49 Value Only \$1.49

The **MASTER KEY TALISMAN** made in Blood Red Ink on Imported Virgin Parchment has been held in high esteem by certain Voodoos. Some people believe that the carrying on or about their person of the **Master Key** on Imported Virgin Parchment Paper, together with the **LODESTONE** and **HIGH JOHN THE CONQUEROR ROOT** would be of great benefit in Winning at Games and **BRING LUCK** in Money Matters. We, of course, make no claims to this effect and sell this Combination Outfit as a **COMBINATION** of **CURIOS**. We also furnish our customers who buy this Outfit, the **BOOK OF GREAT SECRETS** containing many **VALUABLE MONEY MAKING RECIPES**.

With the purchase of this **OUTFIT** consisting of (1) A Genuine Magnetic Lodestone, (2) A Genuine High John The Conqueror Root, (3) Master Key on Parchment Paper, (4) Book of Great Secrets—we also will give to every customer who purchases this Combination a **CHINESE Style Alleged LUCK Ring** the same as illustrated in the picture to the left. This **RING** is **GIVEN** without extra charge. Actual cost to you of all articles in this outfit, if bought separately is \$2.49, but our **SPECIAL COMBINATION PRICE** is only \$1.49. This is a Bargain. **Order NOW!**

Order by No. A-524
Price Only.....

\$1.49



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



THREE WISE MONKEY

Alleged "LUCK" Ring

Speak No Evil — See No Evil — Hear No Evil

Here is a very Unique CURIO RING. We have heard that a similar Ring is worn by many Orientals as a Talisman of GOOD LUCK, HAPPINESS, MONEY, LOVE. It is, we believe, a replica of the THREE WISE MONKEYS of the Orient. The peculiar figures on this strange looking ring is stated to represent HEALTH, HAPPINESS and SUCCESS.

THREE WISE MONKEYS—An old Legend regarding these goes as follows: That the first figure is a Charm against any one speaking Evil about the Wearer of the Ring; that the second is a charm against seeing Evil; that the third is a charm against any one hearing any Evil about the wearer of the Ring. "Speak No Evil"—"See No Evil"—"Hear No Evil." However, we make no claims to this effect and sell only as a very fine piece of Jewelry. Wrap a string or piece of paper around the finger and mail for size. Order your **THREE WISE MONKEY RING NOW.**

Order by No. J-134 Price Only \$1.00

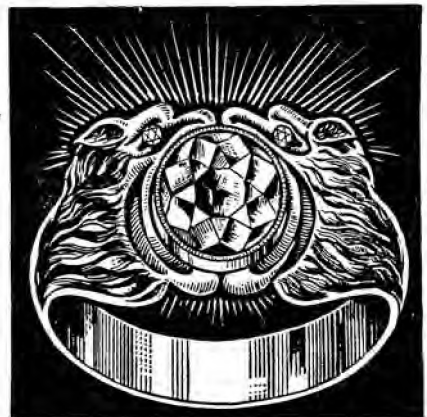
Double Headed Alleged LUCKY TIGER RING

The God of the Gambler

In China the Tiger is sometimes known as the God of the Gambler, and many of the Ancient Chinese have carried on their person some Symbol representing the TIGER because they believe it brought GOOD LUCK in Speculation and in Games of Chance. They also believed it brought GOOD LUCK in LOVE and GOOD FORTUNE GENERALLY.

In India it is also believed among the Natives that when certain Symbols representing the TIGER would be worn on the person the wearer would be insured Protection from the Ghosts of Man and make him conqueror of his Enemies and respected by his friends. We make no claims to this effect and sell this Ring only as a very beautiful piece of Jewelry. Note the fine Dazzling, Fiery, White Stone in the Mouth of Each TIGER. Amaze your friends by wearing this ALLEGED LUCKY TIGER RING. Send strip of paper for finger size.

Order by No. J-135 Price Only \$1.00



SKULL and BONES Alleged LUCKY RING

This is an Odd, Unique, Weird, and Decidedly different Ring. The SKULL and BONES were the LUCKY EMBLEM of the Bold Pirates, Buccaneers, and Freebooters who roved the Seven Seas of Old. They considered this Symbol to be a Powerful Talisman of GOOD LUCK in their many Adventures, Games and Loves. This strange looking Ring is now worn by many people for the attraction of GOOD LUCK, MONEY, LOVE and ALL GOOD THINGS OF LIFE. However, we make no claims to this effect and sell only as a very nice piece of Jewelry. The eyes are set with Synthetic Rubies. A ring that will make your Friends gasp with Amazement. Be sure to wrap a piece of string or paper around your finger and mail for size.

Formerly sold for \$1.50.

Order by No. J-136 Cut Price 69c

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

3 Alleged "LUCK" STONES

AFRICAN TIGER EYE

Many Carry It For

LUCK



Many people who say they want things to come their way believe that carrying a GENUINE AFRICAN TIGER EYE would help them. It has even been said that this STONE would produce GREAT LUCK in MONEY MATTERS and it has even been called by some a LUCKY NUMBER STONE because certain people believe that one who carries it would have much LUCK in choosing WINNING NUMBERS. We make no claim to this effect or for the LUCK Properties of this STONE and sell only as a GENUINE AFRICAN TIGER EYE. Because we sometimes have difficulty in obtaining it we reserve the right to refund your money.

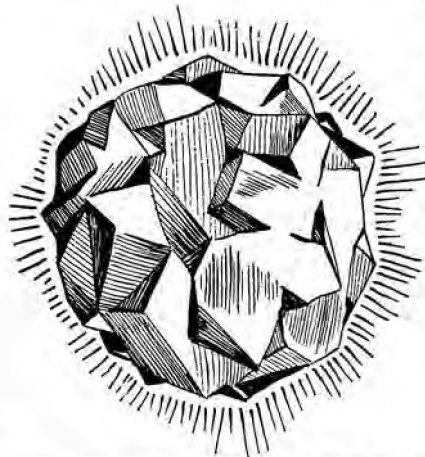
Order by No. A-250

Price Only 50c

GENUINE MAGNETIC LODESTONE

Sometimes Called

A LUCK STONE



Down through the Ages of Man people held great faith that certain Charms and Amulets would bring LUCK. Many people who desire SUCCESS, GOOD LUCK in GAMES OF CHANCE, BUSINESS, JOBS, LOVE AFFAIRS, ETC. have carried certain CURIOS, and various STONES on their person.

Voodoos, Fetish Worshippers, and Spiritualists believe that a certain mystery surrounds the MAGNETIC LODESTONE. They profess faith in the belief that it is a SYMBOL OF SUCCESS, GOOD LUCK, and PROSPERITY, and will be helpful to one who carries it as a LUCK PIECE. We make no claims to this effect and sell only as a GENUINE MAGNETIC LODESTONE. These Stones that we sell are guaranteed to be MAGNETICALLY ALIVE and GENUINE. If you are not satisfied we will refund your Money.

Order by No. A-208

Price Only 50c

GENUINE MOON STONE

Seekers of Underground Treasures



And many Prospectors who are looking for Rare Specimens of Underground Wealth, place great value on the GENUINE MOON STONE. They say it is helpful when carried on the person to bring LUCK in MONEY MATTERS, LOVE AFFAIRS, and to keep PEACE in the HOME. We make no claims to this effect and sell only as a CURIO. Many of our customers who have bought one from us have written that they are greatly pleased. We believe you will also be pleased to possess one of these GENUINE MOON STONES.

Order by No. A-252

Price Only 50c

SPECIAL COMBINATION OFFER

All 3 Stones for Only \$1.00

Order Complete Combination by No. A-514

FREE: We will give you a FREE Chamois Skin Bag when you order this SPECIAL COMBINATION of the 3 GENUINE STONES illustrated on this page.

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

BIRTHSTONE RING

GET RING FOR YOUR BIRTH MONTH

The old tradition that has been handed down from one generation to the next regards certain precious Stones as representing the Birth Month and that the Birth Month Stones are said to possess certain qualities as **LUCK BRINGERS** to the person who wears them. Many people believe that the wearing of the Birth Month Stone on their finger will drive away Evil Influences and attract Happiness and Success. We, of course, make no claims to this effect, but sell only as Birth Stone Rings, set with a beautiful synthetic reproduction of the genuine stone. Be sure to send a piece of string showing finger size.

ORDER BY NUMBER

No. 41—January—Garnet
No. 42—February—Amethyst
No. 43—March—Bloodstone
No. 44—April—Diamond
No. 45—May—Emerald
No. 46—June—Pearl

No. 47—July—Ruby
No. 48—August—Sardonyx
No. 49—September—Sapphire
No. 50—October—Opal
No. 51—November—Topaz
No. 52—December—Turquoise

BIG BARGAIN

Price Only.....

69c



ALLEGED QUEEN OF MYSTERY

CAMEO RING

Beautiful Cameo Ring, Black Jet Stone with Lovely White Cameo Lady set in Flashy, Rich looking engraved mounting. (Many people believe that the Cameo ring acts as a **LUCK BRINGER**. However, we make no claims to this effect and sell only as a fine piece of jewelry. It is a beauty! Looks even prettier than the picture. Send piece of string showing finger size.



Order by
No. J-164
Price Only....

59c

HELP—PRAY FOR US RING

A very Popular Ring that has the words inscribed, "Our Lady of Perpetual, Help—Pray for us." These words engraved right on the ring and Our Lady with Child raised in the center. Many say this Ring has brought them **LUCK** and **SUCCESS**. We make no claims to this effect and sell only as a fine piece of jewelry. You should be very pleased. Send piece of string for finger size.



Order by
No. J-168
Price Only....

69c

BEST GIRL

7 STONE RING

Popular, Fancy Engraved Step design 7 sparkling fine cut White Stone Briliants. One stone in center, silver finish. Looks real expensive. You should be proud to wear it. Be sure to send piece of string showing finger size.



Order by
No. J-177
Price Only....

49c

LADIES' FANCY DINNER RING

Beautiful open work design set with 3 large, Dazzling Diamond cut stones. Band also beautifully engraved—a bright finish. Looks like a real Diamond Ring that you see priced for **BIG MONEY** in stores. Once you have it on your finger you might never want to be without it. Order this ring **NOW!** Send piece of string showing finger size.



Order by
No. J-176
Price Only....

79c

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.



Alleged LUCKY HALF MOON NECKLACE

QUEEN OF SHEBA STYLE HALF MOON NECKLACE. Many call it LUCKY on account of its odd mystic looking effect. However, we make no claims to this effect and sell it only as a very beautiful, elaborate piece of Jewelry. What elegance! Wouldn't this look beautiful around your neck with the expensive looking simulated pearl sets—the delicate filagree work surrounding the Half Moon and the elegant looking chain? Similar Necklaces have been sold by Jewelry Stores for as high as \$5.00, but we bought in quantity lots and can let our customers have a Bargain.

Order by No. J-144N

Price Only

\$1.00

Alleged LUCKY

Half Moon Earrings

Charm of a Queen might be yours wearing these EARRINGS. The prettiest Earrings we have ever seen. Many call it LUCKY on account of its odd, Mystic Looking effect. However, we make no claims like this and sell only as a beautiful pair of Earrings. The perfect match to the Necklace.

Order by No. J-145E

Price Only

\$1.00

BOTH Matched Set

Earrings and Necklace No. J-145C

\$1.75



Alleged Dragon of LUCK Ring

In some Far East Countries the Dragon's Head Symbol is supposed to be a LUCK BRINGER. If you want this symbol of GOOD LUCK you may wear this DRAGON RING. However, we make no claims that it is Lucky and sell only as a fine piece of jewelry. Beautifully engraved Dragon's Head—flashy diamond cut Gem—Gold Finish. Send piece of string showing finger size.

Order by No. J-170

Price Only

69c



DOUBLE RACE HORSE Alleged "Luck" Ring

An old saying regarding the Four Leaf Clover goes as follows: "One Leaf is for Love—One Leaf is for Wealth—One Leaf for a Faithful Lover—One to Bring you Glorious Health—Are all in the Four Leaf Clover." This ring consists of the 4 Leaf Clover and the Horse Shoe, an age old Symbol of Good Luck, with a Race Horse Head on each side. However, we make no claims that this Ring is Lucky and sell only as a fine piece of Jewelry. Send piece of string showing finger size.

Order by No. J-171

Price Only

\$1.00



GENTS' FLASHY STAR RING

This indeed is one of the most Flashy Looking Rings we have ever seen. What a Beauty! Diamond cut stone in center with Rays makes it look something like a real Shining Star. Real heavy, rich looking Ring, gold finish. Attract the admiration of everyone. Send piece of string showing finger size.

Order by No. J-167

Price Cut to

75c

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

EXTRA HEAVY — LARGE SIZE HAIR STRAIGHTENING COMB

"The KING Of Them All"

Be Your Own Hair Dresser—Save Money. Get the Finest HAIR Straightening Comb we know of. Made of **EXTRA HEAVY** Brass with Special **CURVED TEETH**. Holds heat **EXTRA LONG** time to give best results. Rich looking, highly polished, wood handle that keeps cool. Comfortable and easy to use. Tames the kinkiest, hardest and most stubborn HAIR into long **STRAIGHT Looking Beautiful** strands. If you crave to dress your HAIR so that it will win admiring glances everywhere, lose no time in ordering a **SPECIAL CURVED TEETH HAIR STRAIGHTENING COMB** Today.

**EXTRA
HEAVY**

**10 1/2 inches
Long**

Special

CURVED TEETH PRICE ONLY \$2.00

With Classy Handles Made by Experts

Order by
No. D-105



"HARLEM QUEEN" Hair Straightening Comb

Very popular. Made of **HEAVY** high-grade Brass with **STRAIGHT** Teeth. Strong, brightly polished handle that stays cool while teeth stay hot. Makes HAIR Dressing at home so easy. You can save Big Money cutting down on beauty parlor bills. Beautify your HAIR with this Hair Straightening Comb.

**Straight
Teeth**

Easy to use this fast working HAIR Straightening Comb. Just heat comb over Lamp or Stove, apply Pressing Oil and pass comb through your HAIR. You'll be amazed the way the kinky, wiry and tough HAIR becomes **STRAIGHT** Looking and Beautiful. Order Yours Today!

Order No. D-106
Price Only **\$1.00**



LUCKY LULU Hair Straightening Pincers

If your HAIR is Stubborn or Tough and just won't stay put, you can **PIX** up these Troubles with these HAIR Straightening Pincers.

HEAT

it just like a Straightening Comb and **PRESS** those crimped strands between the Pincers. Works fast and sure. Made of highly polished metal with black enameled handles. Will last for years. Order one Today!

No. D-107
Only **\$1.50**



SWEET GEORGIA BROWN PRESSING OIL

**Will Not Burn
Ends of Hair**

For Beautiful Smooth **STRAIGHT** Looking HAIR that everyone desires and admires, just apply Sweet Georgia Brown Pressing Oil and gently stroke the HAIR with a Hot Comb. Works quickly and safely without danger of burning ends of HAIR. Smells good on HAIR. Order a Can Today and say "Good-Bye" to HAIR Dressing troubles.

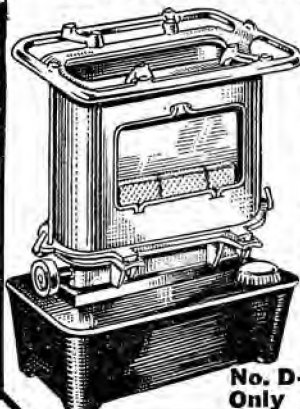
No. M-710
Only **35c**



HANDY ANDY Straightening Comb HEATING Stove

HEATS COMBS JUST RIGHT. To get the best results with your **STRAIGHTENING COMB** you should heat it on a "**HANDY ANDY**" Straightening Comb Heating Stove. Well constructed, strong and solid. Absolutely safe and easy to use. Carry it wherever you go. Ready for use anytime. Burns kerosene—a few cents worth will last a long time. Keeps Combs at right heat while dressing the HAIR. Just the thing for home and beauty parlor. Buy one NOW and **HEAT** your **STRAIGHTENING COMB** the New Way. Order Yours Today!

No. D-108
Only **\$2.25**



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

Big Special RAZOR OFFER

STRAIGHT KEEN EDGE

Extra Hollow Ground, Tempered Steel Blade, GUARANTEED to Last for Years. Good looking, well built handle. Order this Straight Keen Edge Razor—excellent for even the toughest beards. Get a FREE Genuine Leather Strop to keep the Razor nice and Sharp. Just take 4 to 8 short strokes to sharpen Razor before Shaving. You also get FREE a good old-fashioned Bar of Barber's Creamy Lather Shaving Soap. Just Think — Razor — Strop — and Shaving Soap — All for Price Razor is worth alone.

SHAVING SOAP
FREE

STROPPER FREE

ALL FOR
\$1.98

FINELY TEMPERED STEEL
BLACK RUBBER HANDLE

No. D-109..... \$1.98

HOME BARBER CLIPPING Outfit

CLIPPER, SCISSORS and COMB

SAVE
MONEY

BIG
BARGAIN

HIGH
QUALITY

FULLY GUARANTEED

ALL
for only
\$1.69
PER SET

THE CLIPPER—Extra Strong. Easily adjusted side spring tension. Cuts close and clean. Just like the Barber uses.
THE SCISSORS—Sharp, tempered Steel Blades. Specially shaped for Hair cutting. 7½ inches long.
THE COMB—Hard, flexible, rubber, tapered Barbering Comb. Both fine and coarse teeth.
SAVE MONEY — Cut and Trim your own Hair right at home.
No. D-110—3-Piece Set, all for..... \$1.69



VALMOR KLEEN-SHAVE SHAVING CREAM

Make Shaving a Pleasure. Rich, Creamy Lather in One Minute. Softens Beard and Helps Razor glide easily.

ENJOY A WONDERFUL SHAVE

No. D-114 35c

VALMOR SHAVING SOAP

Good Old-Fashioned Barber Soap. Softens Beard. Real handy to use. Just put Soap in cup and add a little water to work up a Rich, Creamy Lather. Three Large Cakes — Often lasts one year. Save Money and enjoy Shaving Comfort. A Real buy in Shaving Soap.

No. D-115—3 Bars Price only... 35c

3 BARS for ONLY 35c

HIGH GRADE SHAVING BRUSH

Use a good Shaving Brush like this to lather Soap all over your face before Shaving. High Quality. Soft Bristles, set firmly in Rubber. Every Finish handle. Order at our Special Bargain price.

No. D-111. 39c

SAMSONITE SAFETY RAZOR

JUST SQUEEZE OUT OF TUBE AND SHAVE

ONLY 35c

5 BLADES FREE

GOOD FOR YOUR FACE

QUICK SHAVE SAFETY RAZOR

Shave in comfort. Say "Good-bye" to cuts on Face. Use this Safety Razor. Quick, Easy and Safe. Lasts often for a life time. Also Five Blades FREE. A Real Bargain — Order your Razor and 5 Extra Blades Right Now.

No. D-112... 39c

ALL for 39c

SOFT AND PLEASANT TO USE

ORDER NOW

ONLY 39c

LASTS FOR YEARS

YOU NEED THIS SHAVING BRUSH

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

ALLEGED LUCKY KEY RING

ALLEGED "LUCKY BREAKS" COIN and KEY RING

Beautiful Gold Finish Alleged "GOOD LUCK" COIN attached to Key link chain. Thousands of people are carrying **Pocket LUCKY PIECES** from which they would not part for anything. On this coin you have engraved some of the most Famous LUCK emblems as follows: HORSESHOE; FOUR LEAF CLOVER; WISHBONE; BLUE BIRDS OF HAPPINESS; LUCKY BUG; LUCKY STAR. Engraved with words "LUCKY BREAKS" token—"A WINNER NEVER QUILTS, SUCCESS—HEALTH—WEALTH and LOVE." We make no claims that it is LUCKY but sell as a very fine Key Ring and Pocket Piece. You'll like it when you get one. So Order Yours Now!

Order by No. A-285
Price only **35c**

Alleged LUCKY DICE

FREE Rabbit's Foot

"Roll 'Em" Brother! Some "Hot looking Dice." Just think—set with Brilliant, Dazzling Diamond Cut white stones. RABBIT'S FOOT given FREE. Put that RABBIT'S FOOT in your pocket and roll them Shining Dice and the folks should sit up and take Notice. We make no claims that these are Lucky and do not charge extra for the RABBIT'S FOOT. Hurry! Hurry! Buy while they last.

No. J-143
Price only **79c**

GAMBLER SECRETS, CARD SHARPS EXPOSED!

TELLS the TRUTH about CARDS, DICE, PUNCH BOARDS, RACES, and other kinds of GAMBLING

A Sure Winner. See How It Is Done. Page 79 of the GREAT OPEN BOOK.

The Open Book

Great, Cheap, Really, Really, World Class Gambler and Sharper, Shows all the Game Tricks and Exposed in words at Once

EMPHATICALLY—WE MEAN IT!

Price \$3.50

Inside Gamblers' Secrets about ROLLING Dice. Read page 60 of the OPEN BOOK.

Inside Card Secrets exposed. See how it is done in the GREAT OPEN BOOK.

Professional Gamblers' Secrets of Winning Money. Read the Great Open Book.

THE OPEN BOOK

Forewarned is Forearmed. IT'S PROTECTION TO YOU. Read the OPEN BOOK.

SECRETS of Professional Gamblers, Crooks **WINNING Money EXPOSED** in the Great OPEN BOOK. Read the real inside Secret of SLOT MACHINES, THE RUBBER HOSE TRICK, PLAYING NICKEL MACHINES WITH PENNIES, etc., **ALL Exposed** in the Great OPEN BOOK. Know the real SECRETS about DICE or Quit Shooting Craps forever. Know the inside Card Secrets—A hundred ways to read Cards. How Gamblers Can Win. Get Wise—Be Protected. The GREATEST Book that was ever written **EXPOSING INSIDE Secrets** used to WIN, Grafters, Fakers, Rackets, Con Games of many kinds told about. THEY WIN—YOU LOSE. WHY? They know the SECRETS and use them against you. **QUIT LOSING. WISE UP.** Read How **WINNING** is done in the Great OPEN BOOK. Order yours NOW. Find out these SECRETS and be on guard.

Order by No. B-660
Price NOW **\$3.50**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

GENUINE FRANK-INCENSE COMPOUND

Or BIBLE Incense



**THE BIBLE SAYS,
"BURN INCENSE"**

Incense has been used as far back as Biblical Times and has been burned in Ancient Oriental Countries in Divine Worship to the Deity. You can even read in the Bible in Exodus XXX-1: "Thou should make an altar to burn Incense on." Many Ancient people believe that the Burning of Incense has a calming effect and that it Drives away Evil and Brings Happiness and Success in their undertakings. We make no claims to this effect and sell as a specially prepared FRANK-INCENSE COMPOUND which we believe similar to the Incense used in Bible Times.

INCENSE BURNT WITH RECITAL OF PSALMS

Those who believe in the efficacy of Prayer and the Recital of the Psalms when Burning Incense may do this if they wish. However, we make no claims that reciting the Psalms mentioned below or Burning Incense will produce any supernatural effect or be of any value. We sell this Frank-Incense Compound only as a fine Incense that will Burn with a delightful, fragrant odor.

PSALMS FOR THOSE WHO HAVE BEEN UNLUCKY

PSALM 4.—If you have heretofore been unfortunate or unlucky in spite of every effort, you can, if you wish, Burn this GENUINE FRANK-INCENSE COMPOUND while citing in a Prayerful manner PSALM 4 before Sunrise or in the morning with humility and devotion. Let your mind be uplifted in true faith ever trusting in the Love of Almighty God without whose assistance all must Perish. You may, if you wish, also repeat the Psalm which follows: "May it please Thee, O God, to prosper my ways, steps and doings? Grant that my desires may be amply fulfilled and let my wishes be satisfied for the sake of Thy Great, Mighty, and Praiseworthy Name. Amen."

PSALMS AGAINST EVIL SPIRITS

PSALM 10.—If anyone believes they are plagued with an unknown or Evil Spirit they may Burn this GENUINE FRANK-INCENSE COMPOUND and pronounce, while burning, Psalm 10, keeping constantly in mind the Adorable name of God. Many people repeat, if they wish, the prayer which follows: "O Lord, God, please break the power of this Evil, Obsessing Spirit, and Free me from his plagues and oppression. Wilt Thou strengthen me in Soul and Body and Deliver me from Evil Unclean Spirits? Amen."

A PRAYER IS ENCLOSED IN EACH BOX

Order by No. A-201K. Price Per Package Only. **50c**

Order by No. A-201L—Extra Large 1 Pound Size, Price Only **\$1.50**

PSALM FOR SUCCESS

PSALM 26.—Many people who have been followed by Bad Luck or Misfortune and have been Unsuccessful in their Undertakings or have not been able to save Money, may, if they wish, Burn this GENUINE FRANK-INCENSE COMPOUND and cite Psalm 26 early every morning and late every evening. However, it is said they must have undivided faith in the Great and Unlimited Power of God to overcome all things and to help them so that their wishes may be fulfilled and so they may have plenty for themselves and their Loved Ones.

PSALM FOR LOVE AND GOOD WILL OF ALL MEN

PSALM 8.—Many people who desire the Love and Good-Will of all Men and Women in their Business and Social Transactions or any other Matters, may if they wish, Burn some of this GENUINE FRANK-INCENSE COMPOUND while citing in a Prayerful Manner Psalm 8, all the while thinking of the Lord God, who has made Thee to have Domain over the Works of Thy Hands. After citing this Prayer as above, you may wish to cite the following Prayer: "O Lord, may it please Thee to grant that I may obtain Love, and the Good Will of all Men and all Women in the transaction of my Business? I, at all times, promise Thee that I will be Honest and Straightforward in all my dealings according to Thy Holy Will. Amen."

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.



**MANY
CALL IT**

LUCKY SPIRIT RING

Some people say it is a Powerful Bringer of Good Luck in Money Matters, Love Affairs, Games, etc., and that it drives away Evil Influences and Bad Luck. This may be because of the Mystic Looking Spirit-Like Figure engraved on the Ring. Some folks say that this Ring has been the cause of choosing certain LUCKY WINNING NUMBER COMBINATIONS and that they have been LUCKY ever since wearing it. However we make no claims to this effect and sell only as a beautiful creation of the Jeweler's Art. Note the Dazzling, Fiery, Glistening White Stone set in beautiful mounting. Many cannot tell this Stone from a Genuine Diamond. Wear this ring and show it to your friends, who, we believe, will admire it. We want you to be the proud possessor of this Alleged LUCKY SPIRIT RING. If you are not satisfied return it and your money will be refunded.

Be sure to wrap Piece of String or Paper around finger and mail for size.

Price
Only **\$1.00**

Order by No. J-147

ALLEGED

SWASTIKA "LUCK" RING

The Swastika, one of the oldest and certainly one of the most universal Talismans known, can be traced back to the Neolithic Age, and it has been found on the most Ancient rock walls of the Buddha Caves in India. In Sanskrit, the language of the Ancients, it means HAPPINESS, PLEASURE, WELL BEING, GOOD LUCK, and is still used in India, China, Japan, as the Amulet for Long Life, Good Fortune, Love, and Good Luck. The Swastika is beautifully engraved on this Ring with Horseshoe and Four Leaf Clover on each side. Even though history states that millions of people from the most Ancient Antiquity believe the Swastika is a great symbol of LUCK, we make no claims to this effect and sell only as a beautiful work of the Curio Jeweler's Art. We believe you will be greatly pleased to have this Ring adorn your finger.



Price
Only **\$1.00**

Order by No. J-148



BIG "4"

Alleged GOOD LUCK RING

This Ring is sometimes called the BIG "4" LUCK RING because it consists of 4 of the best known Symbols of GOOD LUCK: No. 1—The 4 Leaf Clover—No. 2—The Wish Bone—No. 3—The Horse Shoe—No. 4—The Swastika. Many say that these LUCK SYMBOLS are the most powerful and potent in the world and claim they will bring GOOD LUCK, SUCCESS, and HAPPINESS to the wearer. We make no claims to this effect and sell only as a fine piece of Jewelry.

We believe you will be pleased with this striking Ring and be proud to wear it on your finger. Enjoy the delight that this Ring may give you. You at least know you are wearing the Horseshoe, the Swastika, the Wish Bone, and the 4 Leaf Clover—symbols that have been known to thousands to be LUCKY.

Price
Only **50c**

Order by No. J-149

THREE HEADED SNAKE RING

Did you know that the Snake was worshipped as a god by certain Ancient People? It is said the SNAKE was considered "Supreme Giver of LUCK" by the Ancients. The Egyptians engraved figures of Snakes on the Doorways and on Walls, in the Tombs of Kings, Temples, and other Sacred Buildings to guard against Enemies of every kind and to prevent entrance of Evil in any shape or form. The SNAKE was also placed around the heads of Divinities and around the Crowns of Kings as a symbol of Royal Might and Power. This Ring consists of Triple Snake Head. Each Snake's head is set with dazzling White Imitation Diamonds. We make no claims for it except that we sell as a very beautiful work of the Curio Jeweler's Art. Amaze your friends with this beautiful Ring.



Price
Only **50c**

Order by No. J-150

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

3 Dancing HEARTS Earrings



For Real High Society Class, these **Stunning Earrings** have everything you want. Very rich looking. Heavy Bright **GOLD** Looking Finish **HOOPS** of fancy engraved **Heart-shaped** links from which dangle 3 **Heart-shaped** pendants. They look very expensive and so **pretty** hanging from your ears, they attract admiring glances everywhere you go. Be sure to write for a pair **NOW!**

Order by No. J-255E

Price Only **50c**

6 HEARTS of LOVE Earrings



These **Heavy Bright Gold** looking finish **Sweet-heart Earrings** are very popular. Sometimes called "**LOVER'S DELIGHT**." Consists of three fancy **HEART** pendants linked together. Real long and snappy looking. Very smart. They should attract admiring looks when hanging from the ear. **Rush your order for a pair Today!**

Order by No. J-256E

Price Only **\$1.25**

TRUE HEART EARRINGS



Swell enough for a **Queen**—these **Heavy Gold** looking Finish **TRUE HEART Earrings** are supremely elegant. The fancy engraved design surrounding the inside **HEART** of each earring looks very Rich. A gift every Mother, Wife, Sweetheart or Sister should cherish forever and proudly wear as a token of **TRUE LOVE**. Send for yours **NOW!**

No. J-230E

Price Only

\$1.00

Alleged LUCKY HAND EARRINGS

Bright **Gold** looking Finish alleged "**LUCKY HAND**" often makes these classy Earrings called "**HELPING HAND**" Earrings. Many believe these have been a great **HELP** toward **LUCK** and makes them **WIN**. We make no such claims, but offer them as very attractive Earrings. Order a pair **Right Away**.

No. J-221E

Only **98c**

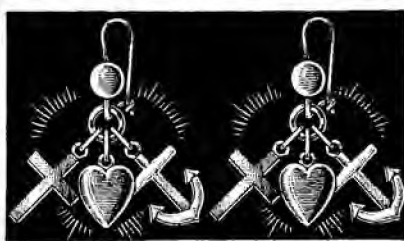


Alleged LUCKY Horseshoe Earrings

Bright **Yellow Gold** looking Finish Alleged **Lucky Horseshoe Earrings**. Worn by many who believe when they wear this symbol of **GOOD LUCK** hanging from their ears, they will have **GOOD FORTUNE** and **SUCCESS** in **MONEY** and **LOVE**. We, of course, make no such claims but offer as an attractive Jewelry Curio. Order a pair **Today!**

No. J-222E

Price Only **69c**



FAITH, HOPE & CHARITY Earrings

Just think. The 3 Symbols of **Faith, Hope** and **Charity** all linked together hanging from your ears. 1.—The **Cross**—sign of **Faith**; 2.—The **Heart**—sign of **Hope**; 3.—The **Anchor**—sign of **Charity**. Many believe these symbols of Virtues bring **LUCK** and **HAPPINESS** to the wearers. We make no such claims, but offer them as artistic Earrings.

No. J-229E

Price Only **75c**



Steal Your HEART AWAY Earrings

Girls—Get yourself an exciting pair of these "**Steal Your Heart**" Earrings. Their **Heavy Bright Gold** looking Finish **HEART** pierced by **CUPID'S ARROW** add a **CHARM** to your looks. If you want to attract the attention of desirable boy-friends and arouse their interest, order a pair of these **Lovely Earrings** at once.

No. J-231E

Price Only **75c**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

7 STEPS TO HAPPINESS TRUE WEDDING RING



Elegant Wedding Ring. Platenoid Finish. Step Design Mounting set with 7 Matched Diamond Cut Flashing Gems, aglow with Brilliance and Sparkle. Should make any girl or woman Happy, Contented and Proud. **LADIES:** Buy this and feel sure you are wearing the Latest Style. **GENTLEMEN:** Buy for your wife or girl you intend to marry. Looks like Big Value. Mail piece of string or paper for size.

Order by No. J-180
Price Only

\$1.00

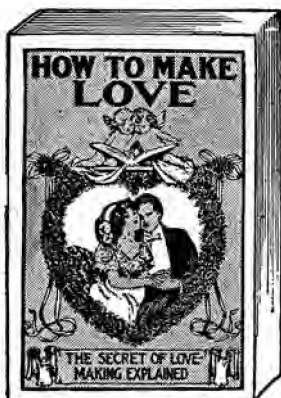
LOVER'S KNOT ENGAGEMENT RING



Sweethearts, look! Lover's Knot set with large synthetic Sparkling Diamond in center. Four Brilliants set in Half Moon surrounding the center stone. All stones have been carefully selected and matched. Wonderful reproduction of a \$200.00 or \$300.00 Genuine Diamond Ring. Men and Boys—Buy one for your Sweetheart. She should love you more than ever when she gets this—Win your Girl and Hold her. Ladies and Girls—Do not miss out on this ring. Guaranteed 20 years. Send piece of string for size.

Order by No. J-181
Price Only

\$1.00

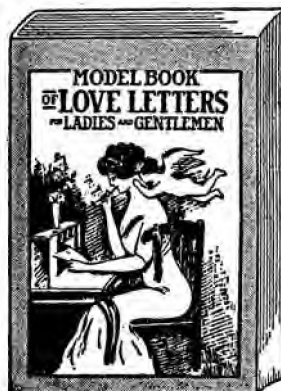


How to Make LOVE

The Mystery of Love Making Explained

The Great Secret of Wooing and Winning—Tells How to begin Courting; To get Over Bashfulness; To Win a Girl's or Man's Consent; To do things Before and After Engagement; and hundreds of things of importance to Lovers. Young and old should enjoy it. Many of the people who have read this book say they never knew about Love Making until they bought this book.

No. B-620
Only **50c**



How to Write

LOVE LETTERS

Are you in Love? Do you want to write a Love Letter and do not know how to begin? Save yourself embarrassment by buying this Book. Learn the Secrets of Love Letter Writing. Also tells how to write in Code and keep your letters from prying eyes. Order quick.

No. B-621
Only **35c**

LOVER'S SECRETS

Most everyone wants Love. Are you missing a Happy Life? Can you hold the Love of your husband, wife, or friend? Can you captivate, fascinate, Win and Hold the one you Love? These two books tell you how to act—What to say—what to do—How to Win a girl's or man's consent—How to improve your beauty. A Bottle of Al-Jezed Good Luck Perfume also included. We assume no responsibility for claims made by the authors of books but simply give his version. Order by name, "Lover's Secrets Outfit."

No. A-523
Price Only **98c**

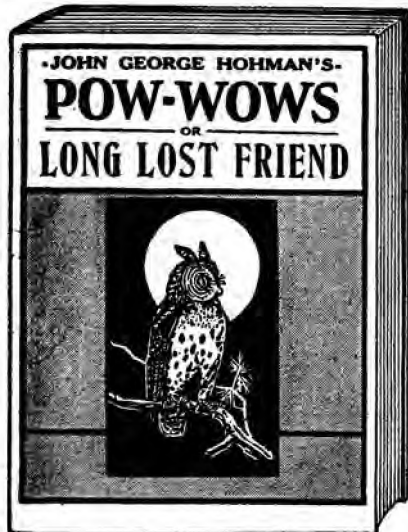
LOVERS' INK

At last you can write your Sweetheart a Letter describing your LOVE in Glowing Terms. After a few weeks, writing completely disappears. Prying eyes can not read your Love Epistle. LOVE LETTERS written with this LOVERS' INK will always remain a Secret.

No. A-253
Only **25c**

Lovers Ink

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



POW-WOWS

or the Long Lost Friend

Was Advertised to Contain Most Mysterious, Wonderful and Valuable Arts and Remedies for Man and Animals.

Is said to contain a collection of the most Wonderful and Valuable Arts and Remedies with many proofs of their Virtue and Efficacy in Healing diseases, etc., the greater part of which was never published until they appeared in print for the first time in the United States in the year 1820, by the celebrated Author, Necromancer, John George Hohman, who claims that:

"WHOSOEVER CARRIES THIS BOOK With him is safe from all Enemies, Visible or Invisible, and whosoever has this book with him cannot die without the Holy Corpse of Jesus Christ, nor Drown in any Water, nor Burn in any Fire, nor can any unjust sentence be passed upon him, So Help Me."

HERE ARE A FEW OF THE ALLEGED CONTENTS OF THIS FINE WORK

How to Compel a Thief to return Stolen Goods; How to Extinguish Fire without Water; How to Find All Kinds of Metals; How to Banish All Kinds of Pain; How to Compel a Thief to Stand Still; How to Fasten or Spellbind Anything; Protection of one's House and Hearth; A Charm to be Carried About the Person; and Hundreds of Real and Valuable Secrets never before discussed.

FAITH IN HOHMAN

This work was reissued at the request of a large number of people who are said to place implicit faith in Hohman's writings. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book but simply give the Author's version and claims.

Order by No. B-624 Price Only \$1.00

THREE WITCHES

Combination Dream Book



THIS VERSE ON FRONT PAGE

"Then let us get Money; Like Bees Lay up Honey;
We'll build us new hives and store each cell;
The sight of our treasure shall yield us great pleasure;
We'll count it, and chink it, and jingle it well."

A complete list of Dreams. This interesting book contains a full list of Dreams and tells supposed Lucky Numbers that apply to the Dream—Combinations of Cross Saddles, Gigs, and Horses—Full information of supposed Fortunate Numbers attached to every Dream—Combination Table on Flat Four—Combination Table No. 1—A list of Foreign and American Coins—Also many Pages of Interesting Information, Recipes, Points of Law. We

do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book but simply give the Author's version. This book contains 178 pages that may be very interesting to the reader.

**Order by No. B-637
Price Only 50c**

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

LUCKY MO-JO

Brand

ROOTS-HERBS



HOLY HERB

This herb is held sacred by the Indians. It was steeped in water and it is supposed to be pleasant to taste. It is also said that they used it to bring **GOOD LUCK** and as a Charm to ward off Evil Spirits. However, we make

no claims to this effect and sell only as **GENUINE HOLY HERB**. Many people always carry this Holy Herb on their person as a **LUCK PIECE** to bring success.

Order by No. A-220B
Specially Priced at.....

25c

BUCKEYE

Many People in the South have great belief that the carrying of the Genuine Buckeye on their person will bring **GOOD LUCK** in **MONEY MATTERS**, **GAMES OF CHANCE**, etc., and that it will ward off Evil Influences and Restore Health to a Sick Body.

There are many people who would not think of going into any undertaking without carrying one of these on their person. However, we make no claims to this effect and sell only as a **GENUINE BUCKEYE**.

Order by No. A-220G
Price Only.....

25c

LOVEAGE ROOT

This Root is valued for its delightful odor. If placed in Clothes Closets or Dresser Drawers, it imparts a lovely odor to the clothes. Many people also believe it is **LUCKY in LOVE** and will bring back a **Lost Lover**. We make no claims to this effect and sell only as **GENUINE LOVEAGE ROOT**.

Order by No. A-220D
Price Only.....

25c

LESSER PERRIWINKLE

Doctor Culpepper, an Old Herbalist, writes of this Herb as follows: "The leaves of Lesser Periwinkle, if eaten by Husband and Wife together, will cause Love between them." However, we make no claims to this effect and sell only as **GENUINE LESSER PERRIWINKLE**.

Order by No. A-220E
Price Only.....

25c

SANDALWOOD

Sometimes Called **HOLY WOOD**

A piece of this Wood is carried around by many Natives in Egypt and Asia. It is commonly known as Sacred Wood or Temple Wood, and is said to have been used largely in the building of King Solomon's Temple. Many people carry this Root to be **LUCKY in MONEY MATTERS**, **LOVE AFFAIRS**, and **GAMES OF CHANCE**, but we make no claims to this effect and sell only as **GENUINE SANDALWOOD BARK**.

Order by No. A-220F
Price Only.....

25c

CHINESE Alleged

LUCKY Horn Nut



This is one of the most curious roots that has ever been imported into this Country. The Chinese have carried this Horn Nut with them in their pockets and they believe it to bring much **GOOD LUCK**. It is said that thousands of years ago in China a great drought came over the country. No rain fell for many weeks and grain could not grow—thousands of people were slowly starving. In China the people worshipped the Cow so they turned to the Sacred Cow for relief. For three days and nights they prayed and on the third night rain fell and there was great rejoicing. The Sacred Cow appeared on the Mountain Top and told them there would be water to drink and food to eat, and the following morning they found Nuts to eat growing in the water and they were shaped like a Cow's Horn and to this day they believe **GOOD LUCK** will be with anyone that possesses one of these alleged **LUCKY Horn Nuts**. We make no claims to this effect and sell only as a Curio and Curiosity.

Order by No. A-220H
Price Only.....

25c

SPECIAL CHAMOIS SKIN

BAG WITH ORIENTAL MARKINGS



FOR CARRYING ALLEGED

"LUCK" Tokens

Thousands of people all over the world believe in "LUCK." Many people believe that a **GENUINE CHAMOIS SKIN BAG** filled with Alleged **LUCKY HERBS** and **ROOTS** and then dressed with certain **OILS** would be very **LUCKY** and bring **LOVE**, **PEACE**, **MONEY**, **HAPPINESS**, and **SUCCESS** when worn on the Body or on a string around the Neck. We make no claims to this effect and sell only a **GENUINE CHAMOIS SKIN BAG**. It may be just the thing you want to carry your Curios in. **FREE—ONE VIAL OF 7-11 OIL WITH EACH BAG ORDERED.**

Order by No. A-262.
Price Only.....

50c

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

BIRTH MONTH PERFUME



WHAT MONTH WERE YOU BORN IN?

FREE Zodiacal Reading

BIRTH FLOWERS

An age old idea that has been handed down to this generation is that your Birth Month is represented by a BIRTH FLOWER. The Perfumer has attempted to reproduce the natural fragrance of the BIRTH FLOWERS in this New, Novel BIRTH MONTH Perfume.

What Month Were You Born In?

Then get a Perfume representing the odor of the Flower of your BIRTH MONTH. Many people believe that the use of a Perfume like this will make them LUCKY in LOVE and LUCKY in MONEY MATTERS and make them WINNERS in GAMES and SUCCESSFUL in their UNDERTAKINGS. We make no claims to this effect and sell only as a very fine Perfume.

FREE—2500 Word Zodiacal Reading

To each of our customers who buy a bottle of this BIRTH MONTH Perfume we will give a FREE 2,500 page Zodiacal Reading for the signs of your Birth Date. Order this BIRTH MONTH Perfume. You will be delighted with its SWEET, LASTING, CHARMING, DREAM-LIKE Fragrance. Be sure and mention your exact Birth Date.

Order by No. A-203H

Price Only

35c



BIRTH MONTH INCENSE

THIS is a specially prepared INCENSE supposed to represent your own Birth Month. Our Perfumer has attempted to reproduce as closely as possible the floral odor of your BIRTH FLOWER.

WHEN Were You Born

Were you born in June, September or December; or May, August or November? Whatever your Birth Month may be we now have this specially prepared INCENSE which is supposed to represent the fragrance of your own BIRTH FLOWER. Many say that the burning of this BIRTH MONTH INCENSE is real LUCKY and will drive away Evil Spirits and Attract much GOOD LUCK and bring MONEY, LOVE, PEACE, HAPPINESS and SUCCESS. We make no claims to this effect and sell only as a very high-grade Incense. We have taken great care to see that only the best of ingredients go into this BIRTH MONTH INCENSE so that the Sweet, Pleasant Fragrance will linger for hours after it is burned. We also give you a FREE ZODIACAL READING for the Sign of your BIRTH MONTH. You should find this reading very interesting and the Incense very delightful. Be sure you give your Birth Date when ordering.

Order by No. A-201G

Price Only

35c

3 Boxes for \$1.00



BIRTH MONTH SET

- 1 Bottle Birth Month Perfume.....\$0.50
- 1 Box Birth Month Incense......35
- 1 Birth Month Ring......60

TOTAL VALUE\$1.50

Order by No. A-526 **\$1.00**
Our Special Price..

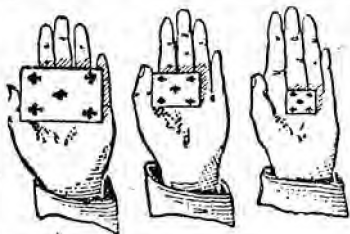
Be sure to give Date of your Birth and be sure to wrap piece of string around your finger for ring size.

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

CARD TRICKS--JOKES--BIG FUN



DIMINISHING CARD TRICK

The performer shows a full size card and passes his finger over it a few times and it becomes smaller. He again rubs his finger over the card and it becomes still smaller, until it is not much larger than a dime. Finally the card COMPLETELY DISAPPEARS. Your friends should think you are a great magician, but when you know how to do it according to the instructions it is very easy.

No. 2117.....Price Only **15c**
3 for 40c—1 Dozen for \$1.35



MAGIC ACE CARD TRICK

Place the Aces in different piles. They DISAPPEAR while you are looking at them. Then they ALL Appear in ONE pile. A wonderful stage or parlor trick. Easy to do—Big Fun for you in amazing your friends with this magical performance.

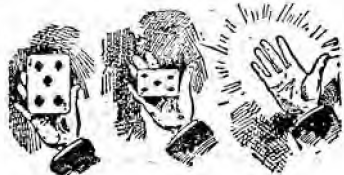
No. 2119.....Price Only **25c**
3 for 60c—\$2.00 per Doz.



MAGIC MATCHES

Pull out a LIT MATCH from your POCKET—and when you keep on pulling out any number of LIT MATCHES from your pocket many people will marvel, but when you know the trick it's easy.

No. 2121.....Price **50c**



DISAPPEARING CARD TRICK

Take a card in your hand and make it DISAPPEAR. Makes people gasp with amazement. You can roll your sleeves up to show that you have nothing deceptive. Become the Life of the Party by working this magic feat. Requires practically no skill or experience but makes a Big Hit wherever this trick is performed.

No. 2118.....Price Only **15c**
3 for 40c—\$1.35 per Doz.



CHANGING CARDS

With this trick in your possession you can perform the most amazing feat of holding a card to view and suddenly changing it into a card of entirely different suit, color, and denomination. It is great fun mystifying people with this remarkable trick, and have them say, "What a clever fellow you are."

No. 2120.....Price Only **25c**
3 for 60c—\$2.00 per Doz.



MIND READING CARDS

Some of the most astounding and mysterious tricks ever seen can be produced with these Mind Reading Cards by anyone after a few minutes of practice. With each package you receive full instructions on how to perform many wonderful and deceptive tricks.

No. 2122.....Price **15c**



WONDERFUL X-RAY TUBE

Here is a great little apparatus, producing optical illusions that are worth trying. With it you can apparently see the bones in your fingers or lead in a lead pencil. It is a mystery that very few can satisfactorily explain. A great little novelty for such a small sum and you should certainly get a big dime's worth of fun and amusement out of it.

No. 2123.....Price Only **10c**
3 for 25c—1 Doz. for 75c



15--TRICKS & PUZZLES--15

This box contains 15 Tricks and Puzzles made up of the following: Nail Puzzle, Magic Key Puzzle, Question Puzzle, 3 Ring Puzzle, Horse Shoe Puzzle, Chinese Puzzle, Age Mind Reading Cards, Trick Matches, Trick Cards, X-Ray, etc. Packed complete in box with full instructions. A great value. Order NOW!

No. 2124.....Price Only **\$1.00**



SURPRISE BOOK

When the men rush to open up this book entitled "What I Know About Women," by Dr. I. Noltall, what a surprise they will get when a Snake jumps out. A harmless joke—Gets a Big Laugh!

No. 2125.....Price **30c**

SEND ALL
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KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

RAILROAD WATCH and CHAIN with RABBIT FOOT

A PRIDE AND JOY TO WEAR

FRONT
VIEW

Here's a Railroad Watch, Chain and Rabbit's Foot Charm Outfit that should gladden the hearts of all who own one. The Watch keeps such Good Time we have honored it with the name of RAILROAD WATCH because "Railroad Time" means CORRECT TIME always. Heavy nickel Finish highly polished metal case with TRAIN engraved on back. Front dial shows time down to the very second with picture of Locomotive Engine in motion. Protected by Non-Breakable Crystal. A real prize beauty. Wear it with fancy link, Silver Finish Watch Chain that adds class and flash to your appearance.

BACK
VIEW

FREE RABBIT'S FOOT WATCH CHARM

Also you get a Rabbit Foot Charm to wear on the other end of the chain. Order yours Today!

NOTE

Either send Money with your order or ask for Watch to come C. O. D. and pay Postman \$2.93 on delivery.

BIGGEST BARGAIN

Order by No. J-251W

ALL THREE for
only **\$2.98**

ALLEGED LUCKY BLACKCAT CLOCK Tail Wags Eyes Wiggle



Alleged LUCKY BLACK CAT CLOCK

Now you can have this Alleged LUCKY BLACK CAT Clock adorn the wall of your favorite room. Keeps very good time. The Tail pendulum wags from side to side and Eyes Wiggle in a most Mysterious manner. Heavily embossed metal with bright numerals and hands. Bright Red Ribbon effect around neck of Black CAT. As you know, it is believed by many that the BLACK CAT brings GOOD LUCK in all undertakings upon all who come within its view. We make no claims to this effect, but sell as a Novel Curio Clock. Send for yours Today!

No. J-253W
Price Only.....**\$2.89**

Very New and Novel

LARGE WHITE DICE for holding Tobacco Ashes. Set in alleged HELPING HAND on Book. Many say it is LUCKY but we make no claims to this effect. Just the thing to use when playing Card Games or have handy around the house for ashes. Very attractive and Beautiful. Sure to WIN high praise from your friends. Order one Today and surprise the folks when they drop in.

Order by No. A-283
Price Only.....**50c**



GENUINE Tiger Eye Ring

This GENUINE Tiger Eye Ring consists of a Big Beautiful Tiger Eye Stone set in GENUINE Sterling SILVER mounting. Attractively engraved with rich-looking design. Many folks wear a TIGER EYE RING in the belief that it brings them SUCCESS in LOVE and Big Winnings. We make no such claims but offer only as a Genuine Tiger Eye Curio Ring. Send strip of paper for finger size.

No. J-252
Price**\$5.00**

Alleged LUCKY DICE ASH TRAY



Big
Seller



Alleged GOOD LUCK PIN AND GOOD LUCK GUARD

Beautiful Pin showing the BLUEBIRD of HAPPINESS, joined together to an Alleged Lucky Horseshoe Pin Guard, bearing the words "GOOD LUCK." Many feel it is a Good Omen to Wear the symbol of the BLUEBIRD of HAPPINESS on their person, but when it is worn together with a LUCKY HORSESHOE it is regarded as being even more potent. We make no such claims but offer this as a pretty ornament.

No. J-254P
Price Only**50c**



10 Commandments Charm

The wisest words ever written are said to be the 10 Commandments. Follow them and you will not only lead a Righteous life but the Golden Gates of Heaven should open wide for you. Now you can carry them with you as a constant reminder in a tiny ivory appearing telescope which is worn as a watch chain. When you look through the glass in the telescope, you can see the TEN COMMANDMENTS clearly appear before you.

No. A-284
Price Only**25c**

SEND ALL
ORDERS TO **KING NOVELTY CO.**

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

Church Incense

**Biblical
Frankincense
and Myrrh**



The use of Incense is as old as the Bible. Read Exodus XXX: "Thou Shalt make an Altar to burn Incense on." FRANKINCENSE and MYRRH have been mentioned in the Song of Solomon and twice in the New Testament. These because of their great cost were only used in Palaces by Kings and in Temples by Priests, but Today you yourself can enjoy like a King the burning of this Church Incense.

COMPLETE BURNING OUTFIT

Place one Black Incense Block on Holder—Pour out the FRANKINCENSE and light. Many claim they get Peace of Mind and have GOOD LUCK and SUCCESS by burning this Special Combination. We make no claims to this effect but sell only as High Quality Incense under the brand name "Church Incense."

POUR INCENSE POWDER ON INCENSE BLOCK

No. D-100
Price Only .35c

FREE TRAY

3 for \$1.00



MYSTIC INCENSE

Burn Mystic Incense. Then watch for a symbol to APPEAR in the Ashes. The Alleged MEANING is given in a Booklet included in the box. Many have great Faith in these alleged Lucky Symbols but we do not claim they are of any Value and sell only for Amusement. Some People have great fun burning in the evening to determine their so called LUCK for the next day, and we hope you will find great entertainment in burning this Incense.

No. D-101
Price only35c

**Alleged
LUCKY
SYMBOLS
COME OUT
IN ASHES**



DURBAR INCENSE

NAMED AFTER
A HINDU
PRINCE
DURBAR



**BIG
BOX** BEST
QUALITY

Named after a Hindu Prince. Special cone shaped Incense, similar we believe to the kind used in Ancient India. Very Highly Perfumed and Fragrant. Fills your home with sweetness. A joy to Burn. Comes in Three Odors. Wisteria, Orange Blossom, and Violet. State the one you want.

Order by No. D-102

40 Big Cones
in Box **35c**

EVENING STAR GARDEN OF OMAR ODOR INCENSE



Folks will think they are in Heaven when they enter your Home and you are burning Evening Star Incense. Very finest, highest quality, modern Incense. Garden of Omar Odor. Each Cube specially wrapped. Often sold as high as \$1.00 Box. But our Special Price 39c.

No. D-103
Price only39c



INDIA ORIENTAL TYPE INCENSE



HIGHLY PERFUMED

It is said that burning Incense brings GOOD LUCK in Money Matters, Love, Games, and Drives Away Evil, but we make no claims like this and sell only as India Brand Oriental type Incense for our customers to use for their own particular purpose.

Order by
No. D-104
Big Cones
in Box

20 Big Cones
in Box **25c**

SEND ALL ORDERS TO **KING NOVELTY CO.**

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

EXTRA FANCY HOOP EARRINGS



Beautifully Engraved Design on these Earrings. Fine, Bright, Rolled Gold Plated. Very stylish and classy. For pierced Ears. One of our BIGGEST SELLERS. We feel sure that you will delight in wearing them.

Order by No. J-163E

Price **\$1.50**

STYLISH HOOP EARRINGS



Fine, Rolled Gold Plated. Very aristocratic looking. Real Vampy style. High quality—will wear for a life time. For pierced ears. A bargain at our price.

Order by No. J-162E

Price Only **\$1.00**

Spanish Love Perfume



Men are attracted by the delightful fragrance of Good Perfume. Down through the ages, the alluring fragrance of perfumes have played an important part in increasing the charm and beauty of womanhood. Many Men like SPANISH LOVE PERFUME because its subtle fragrance seems to inspire Romance and Love. Many people say that there is something Strange and Rare about this Perfume and that it seems to arouse the user with Passionate Fire, Love, and Alluring Charms of the Spanish Senorita and Caballero. We make no representations to this effect and sell only as a very fine Perfume. Enjoy this Exquisite Perfume. Buy a Bottle Now.

Order by No. A-203E

Price Only **50c**

STERLING SILVER RING TWIN STONE



Beautiful, rich engraved, GENUINE SILVER Mounting set with TWO Brilliant, Lustrous Bright Red Synthetic Rubies. Real Hi-class looking. A beautiful ring that should be praised and admired by all. Wrap a piece of string or paper around finger and mail for size.

Order by No. J-151

Price Only **\$1.50**

Engagement Ring

Genuine
Sterling
Silver



Extra large dazzling brilliant white diamond cut gem set in beautifully engraved STERLING SILVER Mounting. Comes in Box. Send piece of string or paper showing size.

Order by No. J-155

Price Only **\$1.00**

7 Hearts—Wedding Ring

Genuine
Sterling Silver

LOVER'S TOKEN — This beautiful richly jeweled STERLING SILVER Wedding Ring will look real pretty on any woman's finger. Set with SEVEN Brilliant White Diamond cut stones. Very popular. Send piece of string or paper for size.



Order by No. J-154

Price Only **\$1.00**

Friendship Ring



Extra fine quality electro Gold Plated, bright finish set with TWO Ruby colored gems and FOUR sparkling Brilliants. Many people wear this Ring as a FRIENDSHIP RING saying that it Holds Friendship and Love. Wrap piece of string or paper around finger and mail for size.

Order by No. J-156

Price Only **\$1.00**

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KING NOVELTY CO., 2244 Cottage Grove Ave., CHICAGO, ILL., U. S. A. Printed in U. S. A.

HIGH JOHN the CONQUEROR ROOT



Order by No. A-209
Price Only

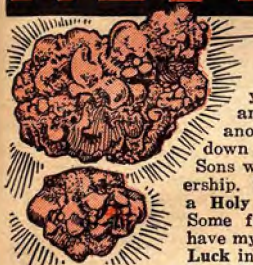
**BIG
SELLER**

50c

**CONSIDERED BY MANY TO
BE A GREAT LUCK BRINGER**

High John the Conqueror is one of the most famous of so-called LUCK ROOTS. It is believed by many that a person carrying one of these HIGH JOHN ROOTS in his pocket or on his person will never be without Money and will be very LUCKY and Successful in his undertakings. Many superstitiously think that this strange ROOT acts as a powerful LUCK Charm for Winning Games, Drawing Lucky Numbers and that it Helps in Love Affairs and Drives Away Evil Influences and wards off Bad Luck. However, we make no claims to this effect and sell only as a Curio. We have received word from many of our customers who say that they are well pleased with the very fine quality. Some have written that they like to carry the Root in their pocket or purse and many others have said they like to Chew on the ROOT and say they have had Good Results and we might add that we have many customers who say they would never be without a piece of HIGH JOHN.

GENUINE MYRRH



MYRRH was one of the precious substances of Biblical times used at least 2,000 years ago. It was blended with an Oil wherewith the Priests were anointed and it is said that it ran down the beards of Aaron and his Sons when they were exalted to leadership. The Bible mentions it is used in a Holy Oil—(Exodus—Chap. XXX). Some folks still believe MYRRH to have mystic Luck Powers and to bring Luck in Love Affairs and Money Matters. We make no claims to this effect and sell only as Genuine MYRRH.

DON'T WAIT

Order by No. A-210D
Price Only

50c

LITTLE JOHN to Chew



This strange looking ROOT has been called by some folks Little John to Chew. Some folks like to CHEW this Root and believe it to be a powerful LUCK bringer for drawing Money and Love and Driving Away Evil and Bad Luck. However, we make no claims to this effect and sell only as a Curio. We guarantee this Root to be fresh and clean. Order some of this LITTLE JOHN TO CHEW Root. Comes packed in sanitary box. We have thousands of satisfied customers and hope you will be pleased too.

Order by No. A-210E
Price Only

50c

HIGH JOHN the CONQUEROR



**FIXED in BAG
with
VAN VAN OIL
and
FIVE
FINGER
GRASS**



Some folks in the South visit the Voodoo Man who often charges big fees such as \$5.00 and even \$25.00 for his services. Worried and troubled men and women have gone away HAPPY when the Voodoo Priest prescribed this fetish which consisted of High John The Conqueror Root fixed in Red Flannel Bag with Lodestone and Five Finger Grass. This bag was to be worn around the neck and sprinkled every morning with two drops of Van Van Oil. This superstition was that this acted as a Luck Charm and would Drive Away Evil and Attract much Good Luck and Money and bring about the thing desired. We of course make no claims to this effect and sell only as a Curio. Ask for it by name—HIGH JOHN THE CONQUEROR FIXED IN BAG.

Order by No. A-521
Price Only

\$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

SPECIAL BIRTHDAY CANDLES

What Month Were You Born In?

Burn Your Birth Month Candles

Months	Sign	Colors
JAN.	Capricorn	Red and Black
FEB.	Aquarius	Yellow and Blue
MAR.	Pisces	Blue and Green
APR.	Aries	Green and Yellow
MAY	Taurus	Blue and Old Gold
JUNE	Gemini	Red and Blue
JULY	Cancer	Green and Black
AUG.	Leo	Red and Yellow
SEP.	Virgo	Old Gold and Black
OCT.	Libra	Green and Old Gold
NOV.	Scorpio	Yellow and Black
DEC.	Sagittarius	Yellow and Red

Order by No. A-307 \$1.00
Price Per Set. . . . \$1.00



Used in Sacred Worship

Blessed Candles were used by people of the HOLY LAND since the Birth of Christ; affirmed by ancient priests and apostles as a Service to Success and Happiness to be used for **SACRED PURPOSES**.

Our Candles are sprayed with 7-11 Oil and used by many Mediums versed in the Arts of Spiritualism. While we sell only as specially prepared Candles many Mediums claim that best results are obtained by burning in pairs with the proper colors for the birth month. They say that their clients have been very **SUCCESSFUL** in Love Affairs, Money Matters, Games, etc. We make no claims to this effect and sell only as specially prepared Candles in Sets. Many mediums charge from \$5.00 to \$25.00 for this information, but we are passing it on to you at no charge.

9-Page Reading FREE

ZODIACAL READING FOR THE SIGN OF YOUR BIRTH DATE GIVEN FREE with each box. You should find this very interesting. Give your Birth Date.

MO-JO BRAND Alleged CURIO LUCK BOX

Certain Spiritualists and Witch Doctors are said to believe that a person will be charmed with Quick Luck in Money Matters, Games of Chance, Love Affairs, if that person will carry a Lodestone, some Lodestone Powder and an Adam and Eve Root. The Voodooos who believe this say that these articles should be placed in a Red Flannel Bag and sprinkled with Special Perfume Essence and then this Bag is worn around the neck and is supposed to Drive Away Evil Spirits and Bring Good Luck. We make no such claims that this Combination of Articles is Lucky or that they possess supernatural powers, but sell for their Curio Value only.



CONTENTS OF CURIO BOX

- 1 Genuine Magnetite Lodestone
- 1 Packet Lodestone Powder
- 1 Pair Adam and Eve Roots
- 1 Vial Special Perfumed Essence
- 1 Red Flannel Curio Bag

If you are interested in CURIOS by all means be sure to get this CURIO BOX, as it is really a Bargain at the price of \$1.00 which we ask because if you should wish to purchase these articles separately we charge \$2.25, but you will save \$1.25 by buying this CURIO BOX.

Order by No. A-500 \$1.00
Price Complete in Box. \$1.00

LUCKY MO-JO

Alleged

GOOD LUCK COIN

Did You Ever Carry a LUCK Piece?

Thousands of people are carrying **POCKET LUCK PIECES** from which they would not part for anything.

The **LUCKY MO-JO Alleged GOOD LUCK COIN** may be just the thing you would also like to carry. On this Coin you will find engraved some of the most famous emblems of **LUCK** as follows: Horseshoe Nail, Lady Luck, Four Leaf Clover, Horseshoe, Wishbone,



Happy-Go-Lucky, Lucky Luce, Blue-Birds of Happiness, Indian Luck, Gypsy Luck, **Lucky Mo-Jo Heads**, Truth, Love, and Romance. Carry all of these in your pocket at one time. We make no representations that this coin has **LUCKY** Properties and sell only as a curio. However, many of our customers have been greatly satisfied and hope you will be pleased.

Order by No. A-221
Price Only. 50c

LUCKY MO-JO ORIENTAL STYLE

ALLEGED

LUCKY OMEN RING

... ..



You will marvel at this beautiful ring set with **Alleged TALISMAN LUCK STONE**. Many wear it for **SUCCESS**. Ancients and Orientals wore a similar ring for Occult Invoking purposes to bring back **LUCK** in Love, Games, Business, Money Matters and everything. However, we make no claims to this effect and sell only as a **NOVEL CURIO RING**. Can be worn by men or women. Amaze your friends with this strange Weird Looking Ring. Be sure and wrap a piece of string or paper around finger and mail for size.

Order by No. J-126
Price Only. \$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

**Lucky
Number
Dream**

Book FREE

Many Occult and Oriental people carry two LIVE Lodestones which they believe have a **POWERFUL LUCKY CHARM** one which they call the **MALE Lodestone**, to drive away Bad Luck, Evil, and Misfortune, and the other the **FEMALE Lodestone** to attract much Good Luck, Love, Happiness, and Prosperity. We make no representations to this effect but we do guarantee these two extra quality **LODESTONES** to be **GENUINE and ALIVE** with **MAGNETISM**.

LUCKY NUMBER DREAM BOOK showing supposed Lucky Days, Lucky Numbers, etc., given **FREE** with each

LODESTONE SPECIAL BIG OUTFIT

LODESTONE SPECIAL BIG OUTFIT



**FREE
BAG**

**ORDER
YOUR
LODESTONE
SPECIAL
BIG OUTFIT
NOW!**

**\$5.00 Value
Only \$2.98**

Two Extra Quality Fine Lodestones \$2.00
Sacred Bark50
Devil's Shoe String50
Hi John The Conqueror Root50
Five Finger Grass50
Lucky Mo-Jo Incense50
Alleged Lucky Number Crystal Ball50

TOTAL VALUE \$5.00

FREE: One Red Flannel Bag and one Lucky Number Dream Book. Both given **FREE**.

Order by No. A-503.

Special Price Only **\$2.98**

HOT FOOT BRAND POWDER



Many people in the South have a peculiar belief that so-called **HOT FOOT POWDER** would **MOVE Evil Spirits**. Shake the **Jinx**, Bring Enemies under Control, and keep Peace in the Home.

We make no representations to this effect and sell only as a Curio.

Many of our customers have written us that they were well pleased with this **HOT FOOT POWDER** and therefore we are selling it at a very reasonable price so that anyone who wants it can afford to buy it.

Order by No. A-204E
Price Only

50c

RABBIT'S FOOT



Free!
VAN VAN
OIL

The Fame of the **RABBIT'S FOOT** has been well known for many centuries, since the days of ancient Egypt, when the Rabbit was worshiped as one of their sacred Deities or Gods. It is a well known fact that the **RABBIT'S FOOT** is now considered a universal Token of Good Luck, Health, Happiness, and Success.

MOUNTED
This Genuine **RABBIT'S FOOT** is specially mounted. Can be carried in the pocket or worn as a Pendant for the neck or on the watch chain or fob. Even though we make no representations that the **RABBIT'S FOOT** is **LUCKY**, there are thousands of people who persist in the belief that the **RABBIT'S FOOT** carried on the person would protect the wearer from Harm and bring **GOOD LUCK**. We sell only as a Curio and give a **FREE** Bottle of **VAN VAN OIL**, that many people use to anoint the **RABBIT'S FOOT**.

A Bargain at Our Price
Order by No. A-223 Price Only

49c

**SOMETIMES
CALLED**

LUCKY NUMBER CRYSTAL BALL



MAKE A WISH

Then roll this Crystal Ball and learn about many things you would like to know, according to the **NUMBER** that comes out. Many people roll the Crystal Ball and consult the chart for the answer to questions regarding Love Affairs, Friends, Enemies, and Money. Some people roll the Crystal Ball in order to get what is supposed to be a **LUCKY GAMBLING NUMBER**. We sell the Crystal Ball only as a novelty for amusement purposes and make no representations that it has **LUCKY** properties or will reveal the future.

A complete chart of instructions and answers comes with each Crystal Ball. Order yours now.

Order by No. A-224
Price Only

**AMUSING
NOVEL**



\$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

Kiss Me Again Perfume

FAVORS LOVE and ROMANCE

HE LOVES HER
BECAUSE HE
CAN'T RESIST THIS
**ENCHANTING
PERFUME**



THRILLING AROUSING

The Oriental Odor of this Perfume seems like a breath from Ancient Egypt or the South Seas. Passionate, Mysterious, Exciting, it is said to Arouse Sweet Dreams of Romance and LOVE.

Lasting Odor

This Enchanting Perfume is liked real well by the Younger Set and those who like to FEEL YOUNG. Once tried, we feel certain it will become your Favorite. So Hurry. Order your bottle of KISS ME AGAIN Perfume NOW. You'll Be Thrilled When You Get It.



No. M-717
Price Only... **25c**

LUCKY JICKEY Perfume

A Mysterious Fragrance
that **ATTRACTS** and
TANTALIZES



LUCKY SWEETHEARTS

They are ATTRACTED to each other. The Sweet-Smelling, Soothing Odor of LUCKY JICKEY is all about her. This ATTRACTS him and LOVE is in the Air. Many believe they owe their Good Fortune to LUCKY Jickey Perfume.

STRONG and LOUD

A drop or two on your handkerchief or clothes; or a Dab on your Lips and Behind your Ears, surrounds you with a Delightful Fragrance, making your personality and charm even more alluring. Order your Bottle of LUCKY JICKEY Perfume Today. You'll sure like it.



No. M-718
Price Only... **25c**

TRUE LOVE PERFUME

The Choice of TRUE Sweethearts

**KEEP YOUR LOVER
TO YOURSELF**

Feel The Charm OF TRUE LOVE

Ladies and Girls:—Keep yourself Sweet and Fragrant so that whenever HE Gets Near You He Will Be ATTRACTED and never want to go away.



**TRUE
LOVE**

HIS
KISS
WINS

HE LOVES HER

His TRUE LOVE for her grows Stronger and Stronger every day. When she surrounds herself with Heavenly Sweetness of TRUE LOVE Perfume, his LOVE seems even More STRONG.

Sweet Lasting FRAGRANCE

Put a few drops on your handkerchief or clothing. See how you ATTRACT. Notice the Admiring glances of the Men Folks' coming Your Way. Many say they like this Perfume best of all. Order a Bottle Today!



No. M-719
Price Only... **25c**

HUG ME TIGHT Perfume

**HELPS DRAW YOUR LOVER
TO YOU LIKE A MAGNET**



Makes You Smell So Sweet Your Husband or Sweetheart Craves To Hug You Tight.

TRY IT FOR A HAPPY SURPRISE

There's something about this ATTRACTIVE Odor that seems to make MEN want to Cuddle Up in their arms and Hold you very Tight. For a real thrill try this Wonderful Perfume.

Few Drops Lasts All Night

Hug Me Tight Perfume is very fragrant and LONG Lasting. It lingers around you like a fascinating dream and often proves an Exciting Stimulant to LOVE and Romance.



SWEET
AS A
KISS

No. M-720
Price Only... **25c**

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

RELIABLE OLD INDIAN TONIC

Are YOU WEAK, Sick and Run-Down How Are You Feeling?

Are you nervous, dizzy, sick, run-down, can't enjoy life? That is why I want you to know that BELCHING, SOUR STOMACH, HEADACHE, FOUL BREATH, PAINS IN BACK, HIPS, AND SIDES, COATED TONGUE, NAUSEA, TIRED FEELING, LOSS OF APPETITE, DIZZY SPELLS, all may be due to Constipation or poor Elimination.

ARE YOU SLIPPING?

Are you worrying a lot, finding yourself weak, sick and tired? This condition is often due to inside poisons attacking the body from inactive bowels. That is the time to take OLD INDIAN SYSTEM TONIC.



TRY This TREATMENT

OLD INDIAN SYSTEM TONIC is recommended as a treatment to help you when your troubles come from need of a Laxative. Of course when you suspect Organic trouble call a physician.

JUST TRY ONE BOTTLE

First buy one Bottle—Take it according to Directions. Good for everyone in Family. Send your Order NOW.

Large 1/2-Pint Size

No. M-711

Price Only \$1.00

4 Oz. Size 50c

OLD INDIAN HERB TEA



HERBS
are
GOOD

DRINK HERB TEA

Are you suffering with troubles that result from Constipation such as Sour Stomach, Bad Breath, Pimples, or that Tired, Dragged Down Feeling? OLD INDIAN Herb Tea should help you if you need a good LAXATIVE. Do as the Indians did. Use Herbs. Full directions furnished.

Order by No. M-712

Price Only 25c

6 BOXES FOR ONLY \$1.00



INDIAN

CHIEF

OLD INDIAN RUBBING OIL

For MUSCULAR Aches and Pain

BACKACHE NEEDS WARMTH. Rub in Old Indian Rubbing Oil. Warms and Soothes the Muscles. Heat stimulates the flow of Blood.



Soothes the Pain

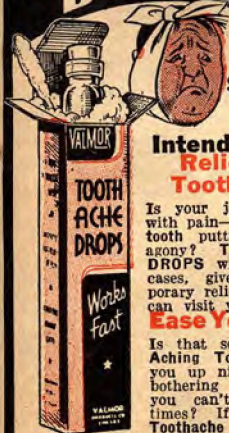
Rub on Back, Arms, Legs, Wrists, Ankles, or Feet. Feels good as it warms up the sore spots. Laborers, Mechanics, Laundresses, Maids, Cooks, Farm Hands, Chauffeurs, Men, Women and Children need this Rubbing Oil. Order a Bottle NOW.

No. M-713

Price Only 35c

3 BOTTLES FOR \$1.00

TOOTHACHE DROPS



Why
Suffer?

Intended for Relief of Toothache

Is your jaw bursting with pain—is that bad tooth putting you in agony? TOOTHACHE DROPS will, in most cases, give you temporary relief until you can visit your dentist. Ease Your Pain

Is that sore, painful, Aching Tooth keeping you up nights? Is it bothering you so that you can't work day times? If so, order Toothache Drops Now.

No. M-714

Price 30c

HEADACHE TABLETS



Intended
for

RELIEF of HEADACHES

Do your eyes feel like popping? Are your ears ringing? Do you see Black Spots? All because of a painful HEADACHE?

Get the Rest You Need

When your HEAD starts to Whirling you need to do something for it. Order a box of Headache Tablets and have them handy so you can get relief when you need it.

No. M-715

Price Only 25c

TOOTH PASTE and BRUSH

Sweet Breath PRETTY TEETH

Brush your teeth every morning with SWEET-BREATH TOOTH PASTE. Have pretty White Teeth and be admired by all.

Polishes Gold in the Mouth

This fine Tooth Paste Polishes Gold Teeth and helps White Teeth to look Whiter.

Special Combination Bargain Offer

Sweet-Breath Tooth Paste 35c
High-Grade Tooth Brush 35c

TOTAL VALUE 70c

No. M-716

Both, Only 49c



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

MADAM JONES

Vegetable Compound

Brings Joy to Women

For Women of All Ages

When your strength begins to fail, when there are "GRAY DAYS" every month, try taking MADAM JONES' Vegetable Compound. It helps many women to overcome cramps, pains, nervousness due to weakened run-down condition not caused by any organic or functional disease or disorder.

Helps Many Women

Regarded as valuable before and after child birth, at the change or whenever you feel nervous and run-down. If your nerves are at edge, if you feel tired, if you feel weak or blue, if you can't eat, if you can't sleep, try a bottle of MADAM JONES' Vegetable Compound. It may be just what you need.

Try One Bottle Now

Many men are attracted to women whose skin is clear—whose eyes sparkle—who have good health and a happy nature. If you are not as well as you want to be, don't continue to be weak and suffer needlessly, when all you may need is a bottle of this safe medicine. Order yours NOW.

No. M-704 \$1.00
Price . . . \$1.00

MADAM JONES Female Tablets

Intended for QUICK Relief and prevention of Monthly Pain. Many of our women folks still suffer every month from painful menstruation. MADAM JONES' Female Tablets may be all you need to change misery into joy. They are intended to prevent pain at Monthly Times. Don't go through another miserable Monthly Period. Order a box of MADAM JONES' Female Tablets. Right Now.

No. M-705
Price Only 50c



MADAM JONES Douche Powder

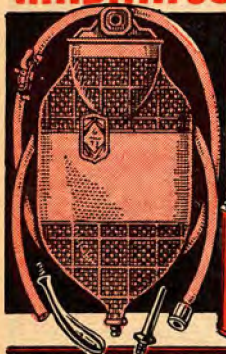
RECOMMENDED BY
TRAINED NURSE

MADAM JONES' Douche Powder is recommended as a vaginal douche. It is safe and easy to use. Helps get rid of bad odors. Keep yourself clean by douching regularly. Use MADAM JONES' Douche Powder whenever you need it. Pleasant and refreshing. Helps as an inside wash to remove unpleasant secretions and foreign matters that may be causing irritation. Leaves the vaginal area cleaner. MADAM JONES' Douche Powder can also be sprinkled on sanitary napkins to help stop disagreeable odors. Order a package NOW!

Order by No. M-706
Price Only 50c



MADAM JONES Syringe and Douche Outfit



Fine quality Red Rubber Fountain Syringe equipped with Rapid Flow Tubing and both Rectal and Balloon Spray Vaginal Pipes. Use for Vaginal Douching. Box of Madam Jones' Douche Powder included without extra charge. Order this B16 BARGAIN Today.



No. M-707
Price Only . \$1.98

KLEEN-U PILLS Are You Weak, Sick? May be it's Your Insides

Are you feeling low? Do you have that heavy, tired, all worn out feeling? Are you suffering from constipation and resulting biliousness, headaches, bad breath? Many people suffering in misery have been relieved.

Drive Out the Bad

Are you weak and run-down because of poor elimination? Perhaps all you need is to DRIVE OUT the BAD STUFF from your bowels.

Take Care of Yourself

Do you know that very often toxins or poisons caused by constipation could cause you much sickness? This trouble can often be relieved by use of a good Laxative.



For Man,
Woman,
Child

Just what you need to take away that dragged down, fagged out feeling caused by constipation. Mail your order for Kleen-U Pills Now. Directions furnished.



Price Only .25c
Large Size .50c

No. M-709

CORN KNOCKER

DANCE AND WALK

Are you suffering from Bad Aching Feet because of Corns that bulge out from toes and rub against your shoes, causing terrible discomfort and pain? Why suffer any longer from Bad Aching Corns? Get at the root of the trouble. Buy a bottle of our Specially Prepared Corn Kicker. Just follow directions on bottle. Send your money quick and help yourself to get Relief from that agonizing painful aching Corn.



Order by No. M-708

Price Only . 35c
3 Bottles for \$1.00

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

MADAM JONES HAIR GLORY

**FOR MEN
AND WOMEN**



**LOOK
AT THAT
HAIR**

Here it is Ladies and Gentlemen! MADAM JONES Hair Glory—Just the thing that you may have been waiting for—perhaps even praying for! If you crave Long, Silky, Straight, Beautiful Hair—and who does not?—lose no time in keeping your Hair in Growing Condition. Madam Jones **HAIR GLORY** helps to Soften and Smooth Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new life and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy and proud by sporting a beautiful head of well kept hair.

FREE — SPECIAL TREATING OIL

With every Package of Madam Jones Hair Glory you get a Free Supply of Special Treating Oil. This is a New Discovery of ours which goes right down to the scalp, giving new life and gloss to the Hair. Here is your big opportunity! Are you going to pass it up and continue to suffer with Bad Hair or are you going to get this Fine Hair Treatment? It is up to you! All you have to do is to order a box of Madam Jones Hair Glory for only \$1.00. Guaranteed to satisfy in seven days or money back. You cannot lose so **RUSH** your order in today. **SPECIAL TREATING OIL —FREE.**

**Order by No. M-701
Price
Only.....\$1.00**

MADAM JONES FACE TREATMENT



ENJOY LIGHT LOOKING SKIN

Help your Skin to New Beauty. Madam Jones Bleach Ointment works almost like Magic to Brighten Dark, Muddy, Freckled Skin into Light, Soft, Clear Beauty. Many Men just love to see a woman with Beautiful Clear Light Skin. Why not help yourself to New Happiness with a Pretty Looking Complexion? Apply Madam Jones' Bleach Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. You cannot lose! Special inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleach Ointment.

**No. M-702
Both for Only.....50c**

Madam Jones HAIR STRAIGHTENING COMB



Hair Dressing at home now made easy. Start now to use the Madam Jones Modern Way of Combing your Hair straight in place. Save on Beauty Parlor bills. Use Madam Jones' Hair Straightening Comb with Madam Jones' Hair Glory. Madam Jones' complete instructions given FREE.

**No. M-703
Price Only. \$1.00**

BIG COMBINATION OFFER

Straightening Comb	\$1.00
Hair Glory	1.00
TOTAL VALUE	\$2.00
No. T-704—Both, Only.....	\$1.49

**Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.**